PLAY METER Magazine

VOLUME 22, No. 13 FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY DECEMBER 1996

APRIL
JUNE
Thursday
Friday
Saturday
MAXIMUM HANGTIME
HANGTIME
NBA
War Gods
Terror from the Crate
Cruis'n World
CHOOSE RACE
DECEMBER
Wednesday
Thursday
Friday
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Bally
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Wordz
ROYAL QUEST
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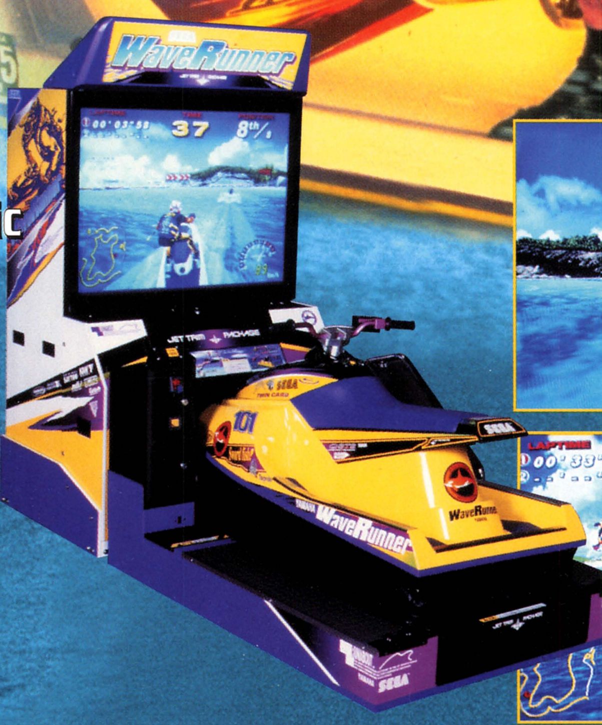
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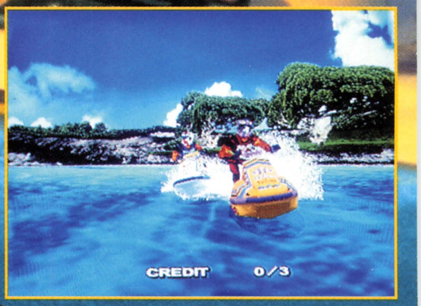

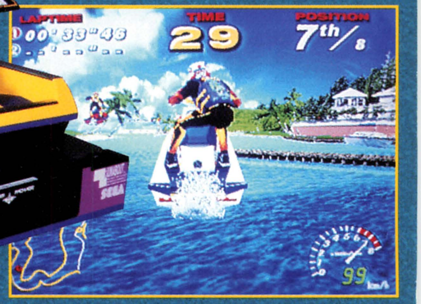
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7th/8
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News BULLETIN

STATE OF THE INDUSTRY/ DIRECTORY

Talk about anticipation! Our annual State of the Industry Survey, which is one of the most respected and sought-after documents on the coin-op entertainment business, is close to completion and will appear in our January issue. Especially in these times of change the numbers supplied by operator readers paint an all too realistic picture of the current status of our lifeblood. In mid-January we follow that special edition with our annual Directory that is a source book listing manufacturers, distributors, associations, and suppliers both domestic and international. Ours is the only industry directory with convenient tab dividers and separate fax number listings and Web site addresses. Both special issues are must-read editions that are used as reference tools throughout the year.

PIZZA HUT LOOKS AT JUKEBOX POLICY

Operators informed us that letters went out in November from the Pizza Hut office in Dallas, Texas, advising that the company had decided to install Muzak in all restaurants and that jukeboxes would be eliminated from the vending program.

The family restaurant chain stated it had selected Best Vendors Co. of Minneapolis, Minn., for its total vending program. Best has managed vending for Pizza Hut since August 1994 and now was being retained as vending service managing agent at all corporate Pizza Hut locations. Best has been in vending management for 15 years and has a network of over 5,000 suppliers.

When contacted for confirmation, Regina Randall of the Pizza Hut office in Wichita, Kan., said, "We retracted that (first) communication. We decided as a company we're going to keep jukeboxes." According to Randall, there are 4,800 corporate-owned locations. Martha Morgan of Best Vendors said, "Best Vendors represents Pizza Hut in all coin-operated operations. We are working with Pizza Hut and our service partners to maximize income which is beneficial to all. It has been decided not to install Muzak in 1997 and to continue with the operation of jukeboxes." Operators are being contacted to clear up any confusion that may still exist.

STATE UPDATE ON POLITICAL ISSUES

Howard Cole of the North Carolina Amusement Machine Association tells us that this past legislative session the association was able to do away with the privilege licenses of $15 per machine on all videos and $50 per location for pinballs and pool tables. The result will be a substantial savings for operators. Frank Seninsky of AMOA of New Jersey informs that while some states faced negative legislation, all was quiet in New Jersey. For a rundown of legislative activity, check our state by state update in "Coin-Op News" (pgs. 20-21).

APPOINTMENTS AND PROMOTIONS

Sega GameWorks has announced new staff and promotions at its Redwood City, Calif., offices. Pete Gustafson has joined the company as sales manager of special products and will concentrate on developing sales programs. He was formerly North American sales and marketing manager at Sega Pinball. Joe Hinderer has joined the company as operations manager and will develop and implement strategic relationships. He was most recently with 50th State Coin-Op. Julie Kleis-Bramer has been promoted to manager of customer service. She has been with Sega six years and steadily risen through the ranks. The three can be reached at (415)802-3100; fax (415)802-3120.

Innovative Concepts in Entertainment has appointed Chuck Morton as director of USA sales and named Greg Kania as overall sales coordinator. The move will allow both Gene Brogowski and Joe Coppola to concentrate primarily, though not exclusively, on non-domestic markets where company president Ralph Coppola says ICE is doing better than 50 percent of its business. Coppola explained, "Our approach to sales will continue, as it has been, to be very much a team effort. Our expanding in-house product line, plus the opportunity to work with such great people as Interactive Light on *Home Run Derby* and Cromptons as their exclusive agent, really dictated that additional people and coverage were needed to properly represent all our products." Morton was formerly with Acclaim/Lazer-Tron and can be reached at his Louisville, Ky., office, (502)254-9615; fax (502)254-2640. Other ICE staff are at the Clarence, N.Y., headquarters, (716)759-0370; fax (716)759-0390.

TRADE SHOW ROUNDUP

AIMS '96: The second annual Amusement Industry Expo, held Oct. 29-31 in Cleveland, Ohio, tallied 121 exhibits showcasing rides, concessions, food, and novelties for the amusement industry. Said John Hinde, incoming AIMS president: "We were pleased to see that our attendance was up this year. This show attracts quality buyers." In addition to its annual show, AIMS will sponsor a Safety Seminar Jan. 12-16 at the I-X Center in Cleveland. For details, call (708)516-0800; fax (708)516-8575.

ATEI '97: The Amusement Trades Exhibitions Intl., set for Jan 21-23 in London, England, has confirmed over 200 exhibitors from 17 countries. Only a small amount of space is still available. The show has enjoyed record growth since 1991, with a 272 percent increase in the total number of visitors and a 300 percent increase in international buyers. ATEI chief executive Peter Rusbridge attributes these figures to initiatives that make a trip to London "trouble-free" and "acting upon the requests of our customers, both exhibitors and visitors."

Merger of Asian shows: IAAPA, AAMA, and AIC announce that the Asian Amusement Expo and the Asia Pacific Theme Parks and Attractions Conference & Exhibition are coming together to create the Asian Amusement and Intl. Theme Parks Expo, "the definitive event for Asia" according to exhibition manager Tony Chan. The event will include a high level developer's conference and workshop, operator training seminars, and comprehensive trade show. AAMA executive director Bob Fay commented, "We are delighted to be participants of this exciting new show, which I feel will become the showcase for amusement games in Southeast Asia."

NATIONSBANK LOOKING AT COIN-OP

NationsCredit Commercial Corp. is currently in the process of conducting a market research study of the financial service needs of the coin-op industry. The company is a subsidiary of NationsBank, the fourth largest financial institution in the United States with $200 billion in assets.

Bill Dahl, vice president of new markets for NationsCredit, said coin-op is one of a number of industries the institution is currently examining to determine if its needs are consistent with the lender's abilities. The capital requirements of the coin-op industry are expected to grow substantially over the next three to five years, according to Dahl. "We think the prospects of this industry are exciting," said Dahl, who has been talking with members of the industry from all levels including manufacturers, distributors, and operators. Nations is in the process of preparing a comprehensive report on coin-op's financial needs and what it can offer to meet them on an industrywide basis.

News BULLETIN

"We do not go into an industry and do segmented business," he added. "Our operating philosophy is to understand the needs of our customers and tailor our services to those needs. I really believe this industry would benefit from a mainstream, full service financial provider."

NationsCredit's distribution finance division provides asset based product distribution financing on a national basis to manufacturers, distributors, and dealers of durable and non-durable goods. One example, according to Dahl, is the computer products and peripherals industry where its customers include Compaq Computer and Hewlett-Packard. Services include inventory financing, accounts receivable financing, third-party custom-captive finance programs, indirect retail financing, and indirect leasing programs.

Dahl praised industry members he has already spoken with, saying the coin-op industry is "populated with some of the nicest people I have ever had the privilege to meet. They are also extraordinarily adept business people. I think that speaks well of the industry." He thanked those who have already provided their insights, and encouraged other industry members to contact him as part of NationsCredit's ongoing evaluation of the industry's needs.

Dahl can be reached at NationsCredit Commercial Corp., 16200 81st Place N.E., Bothell, WA 98011-4408; (206)488-1719; fax (206)488-9872; e-mail (wsdahl@msn.com). For more information on the implications of this development, turn to "Coin-Op News," pg. 30.

HAVE YOU HEARD?

• A PC-conference tentatively named Judgment Day, which was scheduled for late November in Oakland, Calif., and expected to be a forum for **Microsoft**'s ongoing plans to enter the coin-op industry has been postponed due to a conflict with another large computer show. However, Microsoft's director of coin-op marketing James Plamondon told Play Meter that the change was unrelated to these plans. "Our commitment to coin-op is unaffected and moving ahead," he said. . . . **Play By Play Toys & Novelties** Inc. has completed the acquisition of TLC Gift Co., based in Doncaster, England. TLC is a distributor of specialty plush toy and novelty products to the European retail and amusement markets. . . **Midway Mfg.**, a subsidiary of WMS Industries, has successfully completed the initial public offering of 5.1 million common shares at a price of $20 per share. In other company news, Midway Games has shipped to retailers two Nintendo 64 video game software titles, Mortal Kombat Trilogy and Wayne Gretsky's 3D Hockey. Midway is the only third-party licensee that has software titles for Nintendo's newly launched 64-bit platform this holiday season. . . . Las Vegas-based **Stratosphere Corp.**, which owns and operates the struggling observation tower amusement facility and casino, is likely to file bankruptcy in an attempt to renegotiate its debt obligations, The Wall Street Journal reported. . . . IAFEC's **Carole Sjolander** reports that the association's Silent Auction, held during this year's Fun Expo, raised close to $50,000 for research projects examining the burgeoning family fun center industry. . . . The Colorado state association **Rocky Mountain AMOA** has named its board of directors for 1996/97: Chuck Owens of H & K Amusements (president), Rich Mazone of Games People Play (vice president and treasurer), Gay Garlutzo of Trinidad Music (board member), John Hulick of TD Rowe (secretary), and Stephen Shryrack of Automated Amusements (past president). . . . **Bill Carnohan**, director of the Amusement & Music Operators of Virginia, reports that instead of quarterly annual meetings AMOV will adopt a new program for 1997: two meetings—one in the spring at which distributors serving the area will bring three pieces of equipment each, and a fall state show. . . . **Data East** announced that it will close its consumer operations in California, and its coin-op division will move to Seattle, Wash., under the direction of Jeanne Petit. Look for a new address and phone in next month's issue. . . . AMOA New York has named **Anthony Yula**, executive vice president of Mondial Distributing, its man of the year for 1996. . . . **Joe Gilbert**, who is heading up the new VE South office, announced an upcoming open house, Dec. 6-7, at 4800 N.W. 15th Ave., Ft. Lauderdale, FL 33309; (954)491-7300: fax (888)837-6884. Operators will get a chance to see an array of vending products and the *Regatta* CD jukebox, designed by Ed Pelligrini.

3DFX DEBUTS PRODUCTS AT COMDEX

3Dfx Interactive introduced several major new products during last month's COMDEX computing show in Las Vegas including Voodoo Rush, the next generation of Voodoo Graphics 3-D technology. Voodoo Rush is a low cost, 3-D graphics solution which allows a seamless interface between the Voodoo Graphics chipset and Alliance Semiconductor's ProMotion-AT3D PC multimedia accelerator. The joint technology will result in a low cost, uncompromising 2-D/3-D product for the consumer mass market. In a separate announcement, the company presented Wizmark, a 3-D performance benchmark that measures the performance of Microsoft's Direct 3D and 3-D hardware accelerators.

NEW WEB SITES AND ADDRESSES

• Play Meter can be accessed on the World Wide Web (http://www.playmeter.com) for a look at breaking news, as well as industry specific features and other information. Readers can also e-mail general comments and questions (news@playmeter.com).

• Gemini Technologies debuts its new Web site (http://www.geminitec.com) to display product information, monthly specials, distributor listings, customer comments, trade show information, and other new developments.

• Mondial Intl. Corp., along with its affiliates Mondial Distributing and Monduce Inc., has established a Web site (http://www.mondialgroup.com) to show off its latest equipment and let customers place on-line orders, send e-mail service requests, and see locations the company has set up.

• Laser tag supplier VeQtor USA has a new address: 995 Pinecrest Ave., Escondido, CA 92050; (619)747-0840; fax (619)747-7993. The company can also be reached on-line at its Web site (http://www.veqtor.co.uk) or by e-mail (fun@veqtor.co.uk).

• Video Connection has a new address, although the company has not moved locations. The street address is now 1150 Business Park Dr #110., Dixon, CA 95620; (916)678-5189; fax (916)678-1313. Check out the Web site (http://www.videoconnect.com). ▲

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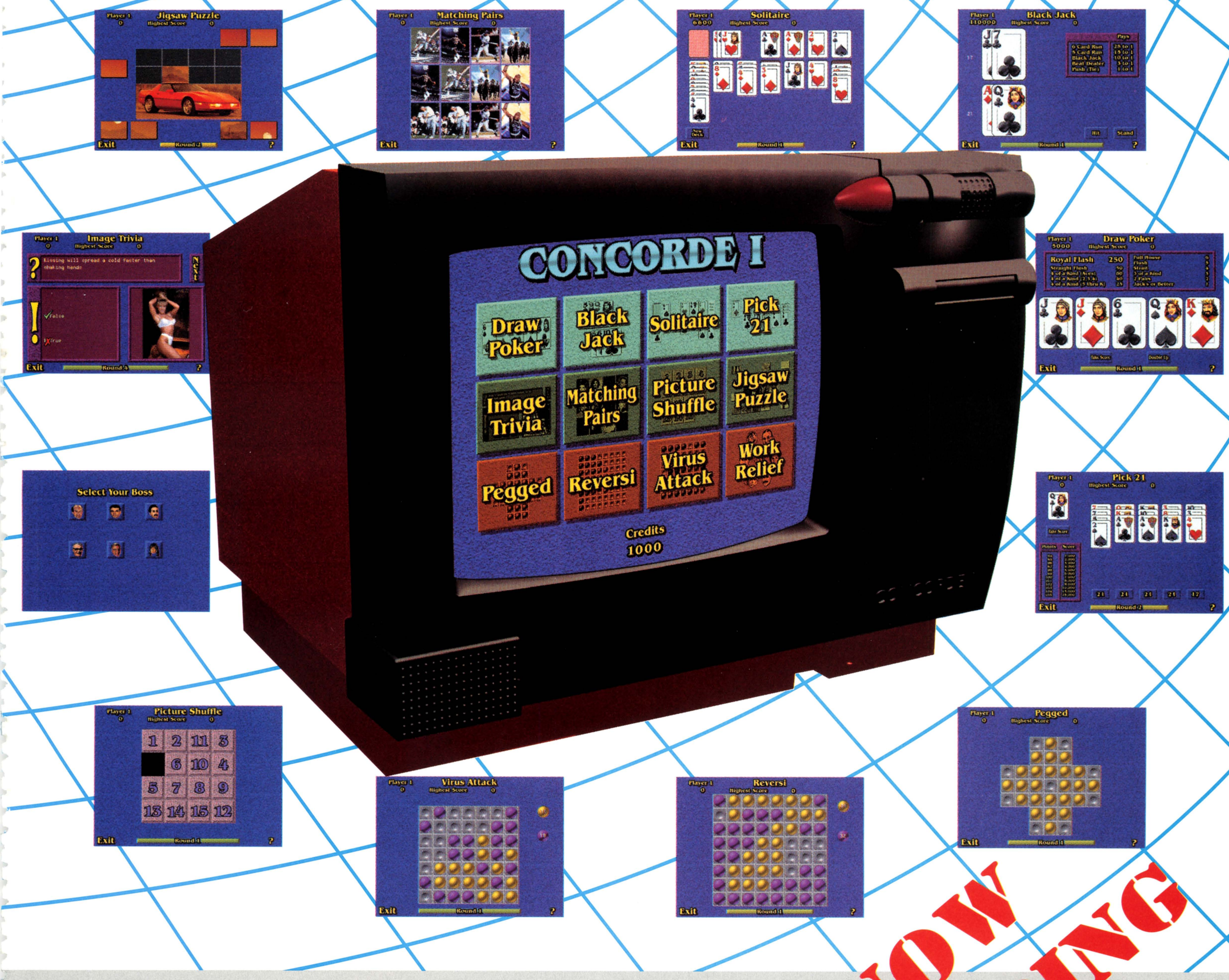
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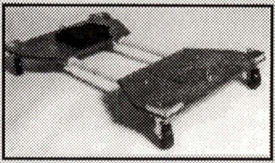

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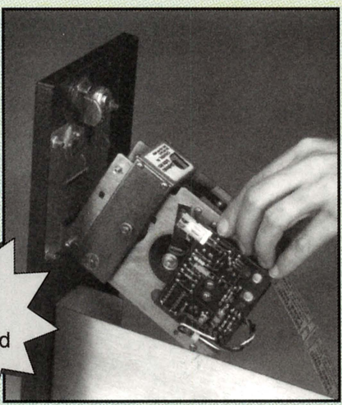

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DECEMBER 1996

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YEAR IN REVIEW

The best of times, or the worst of times? You make the call on a year filled with memorable moments despite a general downturn in business. Take a walk through 1996 on a month by month basis and look back on the leading news stories, special events, game introductions, quotes, and equipment standouts.

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COINMAN: JAMES PLAMONDON

A few months ago it would have been, James who? Now the name of Microsoft's technology evangelist (yes, he signs e-mail that way) is a household word in coin-op circles. We caught up with the articulate and unflappable representative of the software giant to address some lingering questions about Microsoft's proposals for infusing new life into the amusement industry.

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CENTURY CLUB: STAN CHILTON

As sincere, loyal, and modest as they come, Stan Chilton of Chilton Vending and Billiards in Wichita, Kan., epitomizes all that's best in the Midwest. He reflects on his five decades in the amusement business, recounting the struggles and triumphs. His credo: "Always be the good guy."

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COVER

In 1996 alone Williams Bally/Midway introduced pinballs such as *Congo, Scared Stiff,* and *Tales of the Arabian Nights,* as well as the *Ticket-Tac-Toe* novelty game, *Touchmaster* countertop, and *Cruis'n World* and *NBA Maximum Hangtime* videos. From the start of the year to the finish Williams keeps bringing on the hits.

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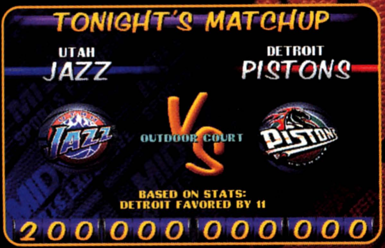
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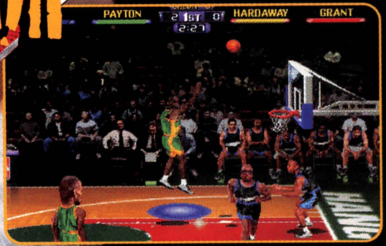
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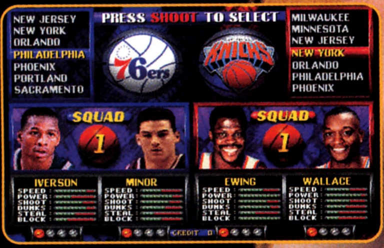
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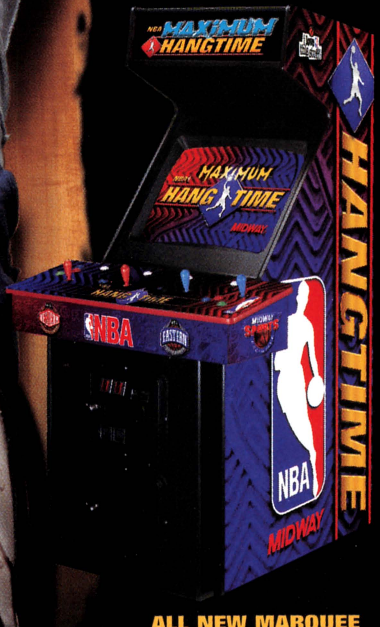
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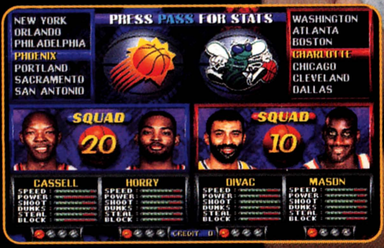
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FROM THE EDITOR

Don't be afraid to ASK QUESTIONS

VALERIE COGNEVICH

There are quite a few new buzzwords in the industry these days. Things like networking, real time competition, downloading. Some of us scratch our heads in awe that anyone understands all that's happening. But wait! There are quite a few of us that don't have a clue.

Even if we don't know exactly what's going on, we agree that the industry is readying itself for whatever is offered. For a century, the coin-op entertainment industry has taken pride in providing inexpensive entertainment for a coin. That basic concept remains unshakable.

Kids love to play games and always will. It's not the kids but the games that change. Kids who grew up on video games and computer technology won't be satisfied with hoola hoops and Barbie dolls, nor will they be happy with mediocre games. They want better, faster, more exciting, and realistic entertainment. Expectations rise with each generation.

Now down to the nitty gritty, Microsoft's proposals and the company's assessment of the coin-op industry. At the past several trade shows Microsoft was the subject of virtually every conversation. We were besieged by comments from "don't get all starry eyed just because it's Microsoft" to "this is the greatest thing that has ever happened to the coin-op industry."

Why would a multi-billion dollar company like Microsoft take such an interest in the coin-op industry. "We'd be nothing more than a pimple on Microsoft's butt," was a comment heard from someone asking that very question.

But then Microsoft's James Plamodon tells us that the coin-op industry sells itself short. Sure coin-op isn't going to make or break Microsoft as a company, but why shouldn't it take a serious look at an industry that could complement its resources?

Microsoft is a mega company that has gotten that way because it wasn't afraid of new ideas. Its expertise lies in assessing alternatives and diversification possibilities. Microsoft was invited into the industry by the folks at NANI and from there decided to take a much closer look.

Microsoft certainly isn't doing anything out of the goodness of its heart, and the company has made it quite clear that it intends to benefit from any plan. That said, how can the industry and Microsoft benefit from some type of collaboration? Microsoft believes that the coin-op industry is lacking in innovative, inexpensive video games. Microsoft has a list of game developers, many, they say, anxious to break into coin-op. What was always lacking in enticing game developers into coin-op was a viable platform on which to design games. Manufacturers have traditionally designed games on their own individual platforms.

Everything I've heard from Microsoft leads me to the conclusion that not much will really change except that operators could possibly have a wider range of low cost video games to choose from. Microsoft will supply the platform for game designers. Microsoft will also arrange for designers and manufacturers to get together, and by doing so will blanket the market with its Windows program.

What's in it for them? Microsoft will use coin-op as an introduction to home games thus procuring precious shelf space in retail markets. And, of course, it will sell Windows.

It sounds like a plan whose time has come, but there are still questions that need to be addressed. A major point is a comment from a long-time industry veteran who claims that there simply aren't that many game designers who could even develop a game to work in coin-op. "Microsoft is exaggerating that point," he claims.

When addressing that, Plamodon says that perhaps there aren't thousands, but even if five or 10 designers could adapt really great games to coin-op, wouldn't the industry benefit greatly?

In the long run, operators aren't going to give a darn where the games come from, but they will give a darn if there are no inexpensive games available. If a game is developed on the Windows platform or a Sega Titan platform, who ultimately cares? It's no secret that just about everyone in the industry has been bemoaning the lack of games that the majority of operators can afford. How many *Alpine Racers* can conceivably be placed in street locations?

Although the idea of a universal platform has been suggested before, it wasn't deemed a reality because no specific platform was associated with the idea and it seemed like pie in the sky. But once Microsoft and its Windows platform garnered center stage positioning, the idea took on a life of its own. Would it work? Why shouldn't it work? Why would we want it to work? When can they get started?

A manufacturer summed it up like this: "All the planets are going to have to be lined up just right for this to work." Maybe Microsoft has misassessed the coin-op industry, maybe not. For right now, read everything written, talk to your fellow operators, and don't be afraid to ask questions. It's those unanswered questions that are going to determine how this pans out. ▲

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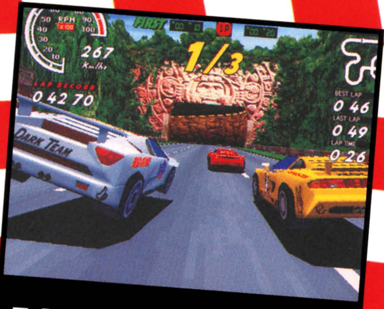
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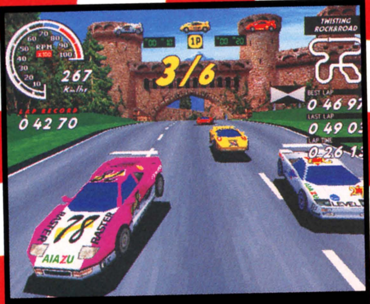
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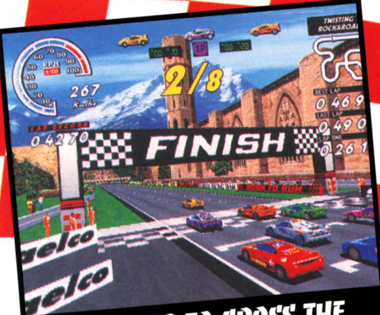
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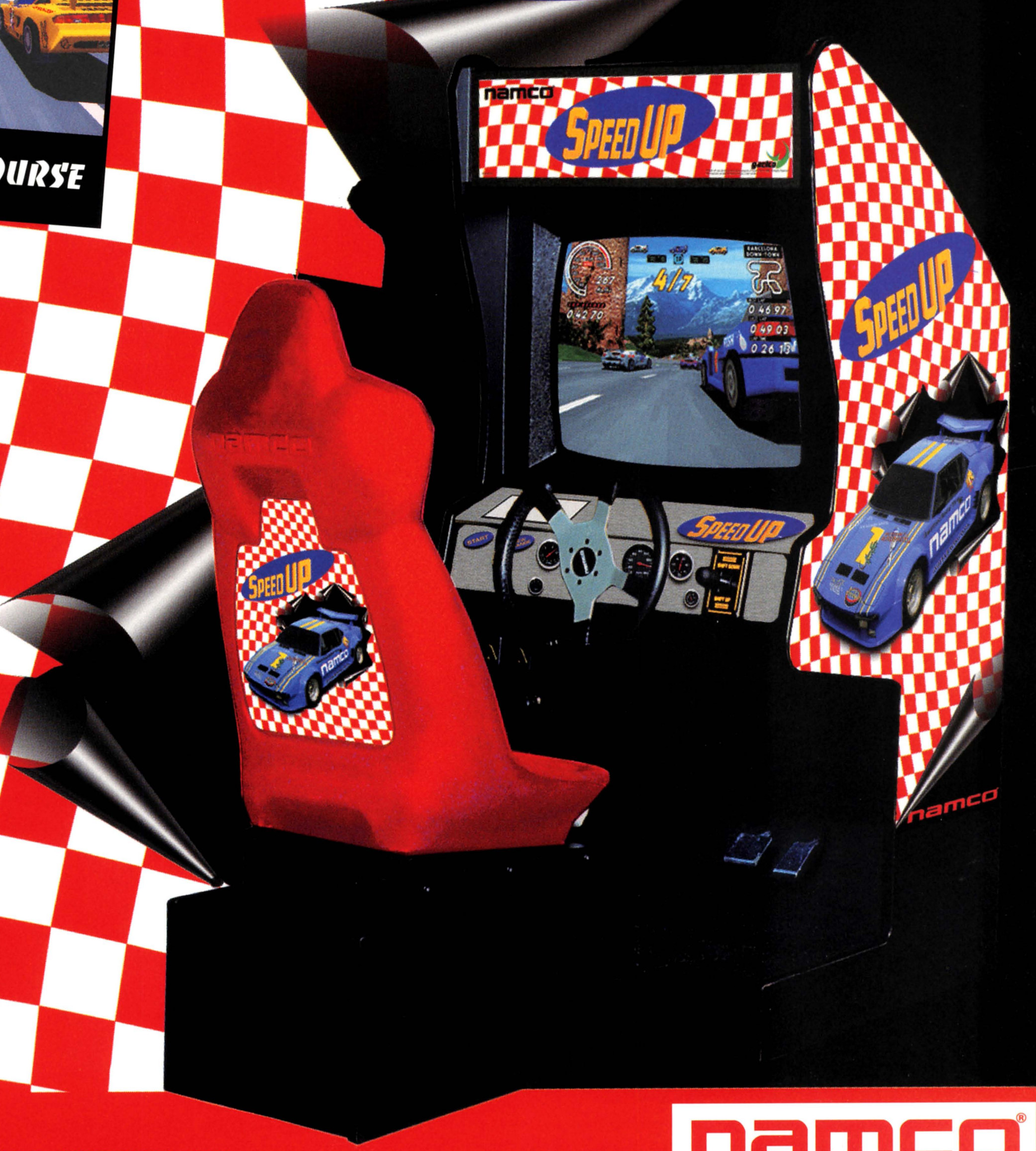
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Equipment Poll

VIDEO & PINBALL COMBINED

	GAME	MO. ON CHART	MO. IN TOP 10
1.	Cruis'n World *(Midway)*	1	1
2.	Cruis'n USA *(Midway)*	25	25
3.	Golden Tee 3D Golf *(Incred. Tech)*	13	6
4.	Megatouch IV *(Merit)*	7	6
5.	Gun Blade NY *(Sega)*	6	2
6.	Daytona USA *(Sega)*	27	27
7.	Area 51 *(Atari)*	12	12
8.	Time Crisis *(Namco)*	8	8
9.	World Class Bowling *(Incredible Tech.)*	4	1
10.	Manx TT *(Sega)*	8	3
11.	Arabian Nights *(Williams)*	4	1
12.	Attack From Mars *(Bally)*	8	6
13.	Tekken 2 *(Namco)*	14	10
14.	Megatouch Tournament *(Merit)*	1	*
15.	Die Hard Arcade *(Sega)*	2	1
16.	Touchmaster *(Williams)*	3	1
17.	The Addams Family *(Bally)*	57	46
18.	Megatouch *(Merit)*	14	5
19.	Alpine Racer *(Namco)*	12	10
20.	X-Men vs. Street Fighter *(Capcom)*	1	*
21.	Magical Touch *(Micro)*	10	2
22.	Independence Day *(Sega)*	1	*
23.	Lucky & Wild *(Namco)*	40	5
24.	Scared Stiff *(Bally)*	1	*
25.	Cyber Cycles *(Namco)*	14	5
26.	Indy 500 Twin *(Sega)*	8	*
27.	Suzuka 8 Hours 2 *(Namco)*	30	19
28.	Virtua Cop 2 *(Sega)*	12	4
29.	Metal Slug *(SNK)*	6	1
30.	Tournament Solitaire *(Dynamo)*	13	1
31.	Soul Edge II *(Namco)*	4	*
32.	Star Trek: TNG *(Williams)*	35	23
33.	Twister *(Sega)*	5	*
34.	Tekken *(Namco)*	21	11
35.	Killer Instinct 2 *(Midway)*	8	2
36.	Theatre of Magic *(Bally)*	19	9
37.	Solitaire Challenge *(Dynamo)*	29	10
38.	Viper Phase 1 *(Fabtek)*	11	1
39.	World Cup Soccer *(Bally)*	29	18
40.	Marvel Super Heroes *(Capcom)*	11	1
41.	Apollo 13 *(Sega)*	9	*
42.	COPS *(Atari)*	18	1
43.	Sega Rally *(Sega)*	14	3
44.	Jack-Bot *(Williams)*	8	1
45.	OutRunners *(Sega)*	38	21
46.	Bust-A-Move Again *(Taito)*	11	1
47.	Fighting Vipers *(Sega)*	6	1
48.	King of Fighters '96 *(SNK)*	2	*
49.	NBA Hang Time *(Midway)*	6	1
50.	Ridge Racer 2 *(Namco)*	18	5
51.	Who Dunnit *(Bally)*	9	1
52.	Soul Edge *(Namco)*	9	2
53.	Virtua Fighter 2 *(Sega)*	22	12
54.	Road Show *(Williams)*	24	11
55.	Lethal Enforcers *(Konami)*	45	36
56.	Safecracker *(Williams)*	4	*
57.	Twilight Zone *(Bally)*	37	22
58.	Congo *(Williams)*	6	*
59.	Bust-A-Move *(SNK)*	19	9
60.	D&D Tower of Doom *(Capcom)*	19	13

VIDEO DEDICATED

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Cruis'n World *(Midway)*	9.00	60
2.	Cruis'n USA *(Midway)*	8.88	1460
3.	Gun Blade NY *(Sega)*	8.50	143
4.	Daytona USA *(Sega)*	8.45	1600
5.	Time Crisis *(Namco)*	8.00	446
6.	Manx TT *(Sega)*	7.75	357
7.	Alpine Racer *(Namco)*	7.41	657
8.	Lucky & Wild *(Namco)*	7.25	1299
9.	Cyber Cycles *(Namco)*	7.20	604
10.	Indy 500 Twin *(Sega)*	7.00	342
11.	Suzuka 8 Hours 2 *(Namco)*	7.00	1332
12.	Virtua Cop 2 *(Sega)*	7.00	542
13.	Killer Instinct 2 *(Midway)*	6.57	293
14.	Solitaire Challenge *(Dynamo)*	6.50	1144

VIDEO KITS

1.	Golden Tee 3D Golf *(Incred. Tech)*	8.61	601
2.	Megatouch IV *(Merit)*	8.57	379
3.	Area 51 *(Atari)*	8.32	668
4.	World Class Bowling *(Incredible Tech.)*	7.83	112
5.	Tekken 2 *(Namco)*	7.63	746
6.	Megatouch Tournament *(Merit)*	7.56	47
7.	Die Hard Arcade *(Sega)*	7.55	103
8.	Touchmaster *(Williams)*	7.50	134
9.	Megatouch *(Merit)*	7.43	653
10.	X-Men vs. Street Fighter *(Capcom)*	7.35	41
11.	Magical Touch *(Micro)*	7.31	366
12.	Metal Slug *(SNK)*	7.00	285
13.	Tournament Solitaire *(Dynamo)*	7.00	338
14.	Soul Edge II *(Namco)*	6.81	140
15.	Tekken *(Namco)*	6.59	773
16.	Viper Phase 1 *(Fabtek)*	6.43	277
17.	Marvel Super Heroes *(Capcom)*	6.27	371
18.	Bust-A-Move Again *(Taito)*	6.14	357
19.	Fighting Vipers *(Sega)*	6.14	144
20.	King of Fighters '96 *(SNK)*	6.13	34
21.	Soul Edge *(Namco)*	6.05	267
22.	Lethal Enforcers *(Konami)*	5.89	1599
23.	Bust-A-Move *(SNK)*	5.85	474
24.	D&D Tower of Doom *(Capcom)*	5.83	458
25.	Street Fighter Alpha 2 *(Capcom)*	5.83	95

PINBALLS

1.	Arabian Nights *(Williams)*	7.67	188
2.	Attack From Mars *(Bally)*	7.64	426
3.	The Addams Family *(Bally)*	7.49	2976
4.	Independence Day *(Sega)*	7.30	39
5.	Scared Stiff *(Bally)*	7.25	38
6.	Star Trek: TNG *(Williams)*	6.67	1549
7.	Twister *(Sega)*	6.63	175
8.	Theatre of Magic *(Bally)*	6.52	912
9.	World Cup Soccer *(Bally)*	6.38	967
10.	Apollo 13 *(Sega)*	6.21	285
11.	Jack-Bot *(Williams)*	6.18	114
12.	Who Dunnit *(Bally)*	6.07	254
13.	Road Show *(Williams)*	5.96	694
14.	Safecracker *(Williams)*	5.89	76

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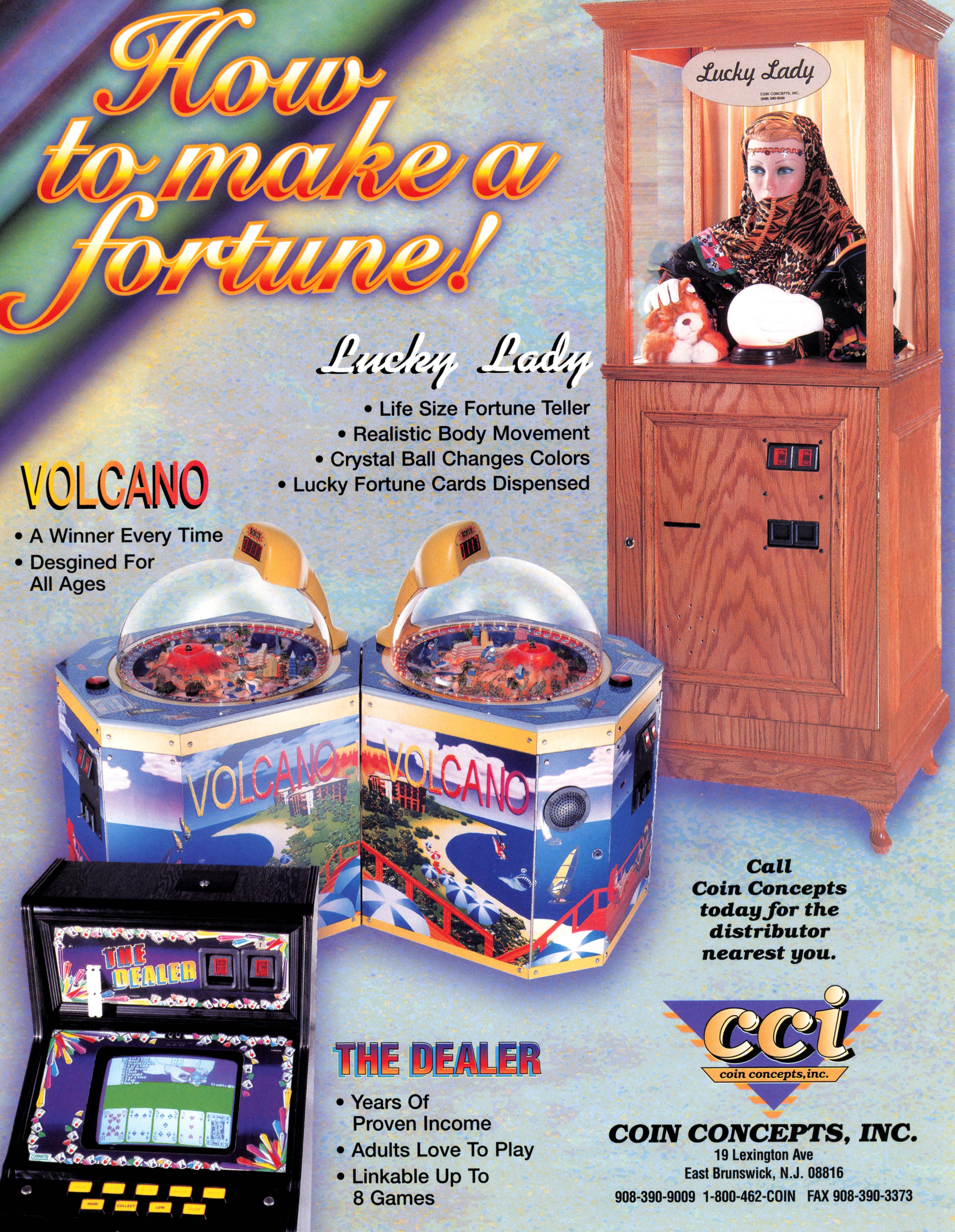
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Equipment Poll

REDEMPTION

ALLEY BOWLERS

GAME	POINT VALUE	LONGEVITY POINTS
1. Skee-Ball Too! *(Skee-Ball)*	9.00	59
2. Skee-Ball Lightning *(Skee-Ball)*	8.40	464
3. Bug Bash *(Bay Tek)*	8.33	320
4. Skee-Ball *(Skee-Ball)*	7.08	333
5. Smartball *(Smart)*	5.89	99

SPORTS GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Full Court Frenzy *(ICE)*	7.50	174
2. Hoop Shot *(ICE)*	7.33	85
3. Shoot to Win *(Smart)*	7.30	309
4. Full Court Fever *(ICE)*	7.17	336
5. Hoop It Up *(Atari)*	6.50	531
6. UB-QB Football *(Skee-Ball)*	6.11	90
7. Rage in the Cage *(Fun Merchants)*	5.00	154
8. Two Minute Drill *(Taito)*	5.00	52

SINGLE COIN PUSHERS

GAME	POINT VALUE	LONGEVITY POINTS
1. Jungle Jive *(Coastal)*	8.67	653
2. Rock 'N Roll/Dino Valley *(ICE)*	6.67	696

SINGLE CRANES

GAME	POINT VALUE	LONGEVITY POINTS
1. Clean Sweep *(Smart)*	7.59	402
2. Action Claw *(Fun Merchants)*	7.50	294
3. Jumbo Crane *(Grayhound)*	7.25	356
4. Skill Crane *(Grayhound)*	6.70	184
5. Candy Crane *(Smart)*	6.69	248
6. Classic Watch Crane *(Smart)*	6.50	349
7. Hollywood Crane *(Maxwell)*	6.00	26
8. Snack Attacker/Challenger *(AGE)*	6.00	302
9. Big Choice *(Fun Merchants)*	5.63	256
10. Pit Stop *(Smart)*	5.50	37

CHILD-SIZE GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Li'l Dump the Ump *(ICE)*	8.50	127
2. Godzilla Wars Jr. *(Namco)*	7.50	53
3. The Flintstones *(ICE)*	7.50	40
4. 1/2 Pint Frenzy *(ICE)*	7.33	294
5. Awesome Toss 'Em *(Acclaim/Lazer-Tron)*	7.33	88
6. Barnyard Babies *(Skee-Ball)*	7.00	36
7. Smart Toss Em *(Smart)*	7.00	274
8. Feed Big Bertha *(Smart)*	6.92	212
9. Toss Em *(UETD)*	6.50	57
10. Shoot To Win! Jr. *(Smart)*	6.25	388
11. Jr. All American *(UETD)*	6.00	21
12. Skee-Toss B.C. *(Skee-Ball)*	6.00	3
13. Bozo Basketball *(Design Plus)*	5.60	31

ROLL DOWNS

GAME	POINT VALUE	LONGEVITY POINTS
1. Spin To Win *(Acclaim/Lazer-Tron)*	7.83	402
2. Pizza Roll *(Bay Tek)*	7.00	22
3. Roll Down *(Bay Tek)*	6.40	22
4. Clown Roll Down *(Bay Tek)*	5.75	149
5. Rock N Roll *(Bay Tek)*	5.00	24

NOVELTY

GAME	POINT VALUE	LONGEVITY POINTS
1. Dinoworld *(Planet Earth)*	10.00	489
2. Treasure Falls *(Planet Earth)*	9.00	59
3. Cyclone *(ICE)*	8.93	692
4. Round 'n Round *(Phoenix)*	8.67	263
5. Cyclone Jr. *(ICE)*	8.50	215
6. Solar Spin *(Acclaim/Lazer-Tron)*	8.33	93
7. Shot Clock 2 *(Phoenix)*	8.00	78
8. Dinoscore *(Planet Earth)*	7.75	584
9. Buddy Bear *(Smart)*	7.50	149
10. Lucky Stars *(Phoenix)*	7.00	38
11. The Flintstones *(Acclaim/Lazer-Tron)*	7.00	102
12. Dump the Ump *(ICE)*	6.83	50
13. Hungry Hungry Hippos *(ICE)*	6.60	19
14. Flip N Win *(Planet Earth)*	6.50	208
15. Killer T-Rex *(Smart)*	6.50	169
16. Simple Simon *(Am. Sammy)*	6.20	75
17. Hop-A-Tic-Tac-Toe *(Data East)*	6.00	22
18. Pop-A-Ball *(Coastal)*	5.83	51
19. Pop-A-Tac-Toe *(Coastal)*	5.60	46

COIN DROP GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Smokin' Token *(Seidel)*	8.00	557
2. Wheel 'M In *(Bromley)*	7.63	566
3. Cut the Cheese *(Sega)*	7.50	200
4. The Mask *(Data East)*	7.33	387
5. Aftershock *(Acclaim)*	7.00	387
6. Chicken Dash *(Konami)*	6.75	130
7. Addams Family Values *(Midway)*	6.50	177
8. Home Run Hitter *(CCI)*	6.50	419
9. Super Bank It *(Acclaim)*	6.40	30
10. Roll For Gold *(Benchmark)*	6.33	175
11. Rock-N-Bowl *(Bromley)*	6.00	222
12. Screamin' Slopes *(Midway)*	5.33	223
13. Pirate's Gold *(Acclaim)*	5.00	143

GUN GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Knock-Down *(Meltec)*	7.00	33
2. Big Mouth *(Meltec)*	6.67	52

BOPPING/STOMPING GAMES

GAME	POINT VALUE	LONGEVITY POINTS
1. Mouse Attack *(ICE)*	9.00	59
2. Spider Stompin *(Jaleco)*	9.00	416
3. Ribbit Racin *(Acclaim/Lazer-Tron)*	7.71	481
4. Cracky Crab *(Namco)*	7.50	62
5. La Cucaracha *(Taito)*	7.50	40
6. Swamp Stomp *(Acclaim/Lazer-Tron)*	7.50	352
7. Wacky Gator *(Data East)*	7.10	140

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) **Indicates new or reappearing games.*

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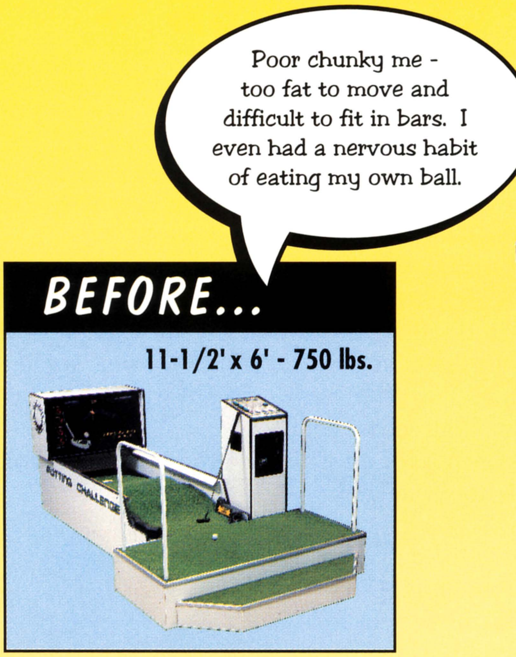
Poor chunky me - too fat to move and difficult to fit in bars. I even had a nervous habit of eating my own ball.
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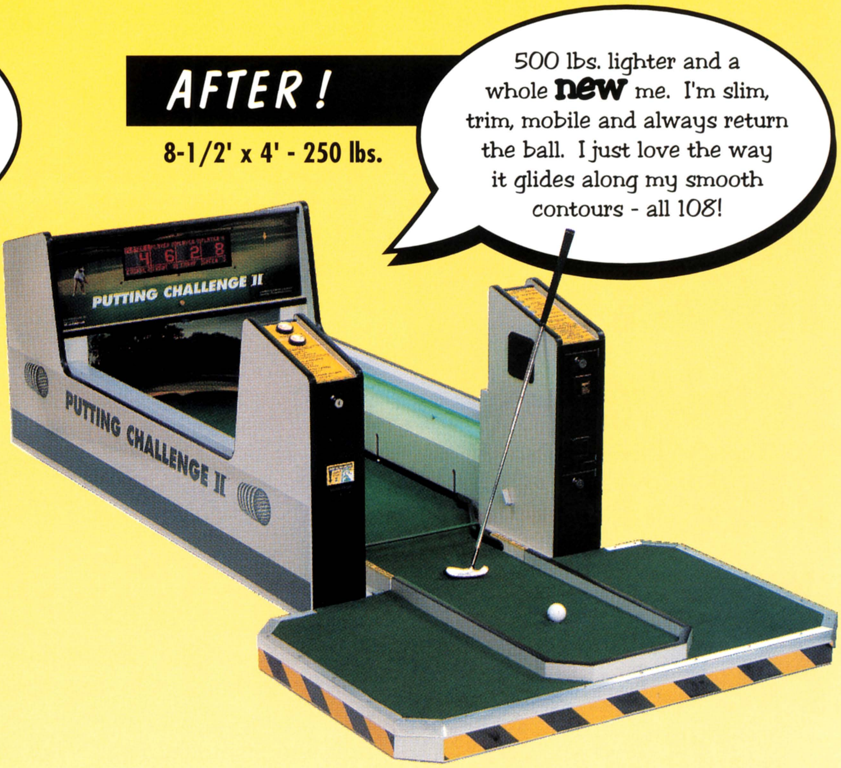
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UP
FRONT

Web sites bring SMILES AND FROWNS

There has been such a rash of companies joining the World Wide Web this year that it seemed like a good time to expand the list of industry folks in cyberspace.

Here are a few new (fictional) Web sites that you might see soon:

http://burnedout.com—A place to find 60 percent of the coin machine operators who are at a loss for which direction to take next.

http://pollyanna.com—Those infuriating people who are always upbeat at trade shows and say things like, “Business must be OK. Hey, I’m wearing new shoes!”

http://deepindebt.com—See http://burnedout.com.

http://techno.com—Progressive spot for all who wish to upgrade, uplink, and uplift technology one more notch in their operation.

BONNIE THEARD

http://tellitlikeitis.com—A site dedicated to candid comments, as in this essay from an industry member: “I don’t have any sympathy for these guys who complain about how bad business is. Things are bad in a lot of businesses, it’s not just this industry. This applies to operators, distributors, and manufacturers. They can’t all sit on their thumbs and say, ‘There are only a few good games,’ (operators); ‘Naw, I won’t take that redemption piece and put it on the showroom floor,’ (distributors); ‘Nobody is buying my games,’ (manufacturers).

They can’t wait for something to come to them, wait for something to happen. They have to make it happen. The answer for distributors is not to become operators, then they will fail at two businesses. The answer is not for manufacturers to become distributors.

Worried about the competition? Entrepreneurship is what this country’s history is built upon and it’s what this industry is built upon. The strong will survive. Those who don’t change, who don’t get creative or innovative, won’t survive and I can’t feel sorry for them.

Take one operator I know whose video revenue was down. So what did he do? He got heavy into cranes and is doing quite well. We’re talking cranes for goodness sakes, a category of equipment that some thought was dead. There’s still money to be made if you start thinking of new ways to do things.”

Don’t count us out. We still have bouncebackability like TV’s CBS anchor Dan Rather, who responded to his critics: “I’m in my prime. I like what I do. I intend to keep on doing it. I intend to keep putting one foot in front of the other, and in what I would hope is the quintessential Rather style: head down, butt up. And go by the Rather maxim, which is ‘Homework, hard work, teamwork.’”

We’re with you, Dan. ▲

BAR AND GRILL
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COIN-OP NEWS

Louisiana voters send a mixed signal on video poker

Good for Our Parish!
Local Option C YES!
VOTE FOR LOWER TAXES
LUCKY COIN MACHINE CO.
AMA DISTRIBUTORS INC

Above: Employees at AMA Distributors in Metairie stage a rally in support of video poker, which was decided in a local option vote in Louisiana last month.

Good for New Orleans!
Local Option C YES!
VOTE FOR LOWER TAXES

Right: AMA employees Andrea Luquette (l) and Lisa Brown show off signs supporting video poker.

Last month's local option election in Louisiana on three forms of legalized gaming saw voters sending a mixed signal with an almost equal number of parishes accepting and rejecting video poker.

Parishes with existing riverboat gaming voted to retain the boats, and voters in the city of New Orleans gave a thumbs up to reviving a stalled land-based casino project. A number of parishes with waterways designated for riverboat gaming that do not currently have boats voted against any future floating casinos.

While most of the more densely populated parishes in the southeastern region of the state voted to keep video poker machines in truck stops, taverns, and restaurants that sell liquor, a large block of the north central section of Louisiana cast its collective ballot in opposition to video gaming, which was approved by the state legislature in 1991.

In at least one parish, video gaming was defeated by a coalition of voters from dry communities, which could not have poker machines on location prior to the vote, even though other areas of that same parish with existing gaming supported retaining the machines.

Both Orleans Parish, which constitutes the city of New Orleans, and Jefferson Parish, the largest suburb of the city voted to retain video poker, as well as riverboat casinos. However, several large suburban parishes north of the city, including St. Tammany and Tangipahoa, voted pokers down.

St. Tammany Parish is home to a large truck stop that was the center of a controversy involving the location owner and a number of state legislators, all of whom have been indicted by federal authorities in an alleged scheme to derail the popular vote during the 1995 legislative session.

In order to counter the resulting negative publicity, operators across the state banded together with location owners to stage a public relations campaign of their own touting the benefits of video poker in terms of job creation and tax revenues. Vote yes for lower taxes, was the rallying cry across the state.

Even those efforts were hindered early on by a law passed during this year's legislative session that prohibited gambling interests from pooling resources in their campaign. That law was deemed unconstitutional by the state Supreme Court only weeks before the election, leaving little time to take advantage of the ruling. In fact, some operators suggest that alone could be grounds for a legal challenge to the election.

Nevertheless, operators and distributors in the New Orleans area said their efforts to educate voters and rally around the benefits of video poker paid off. Video poker operator Avrum Gaynor told a New Orleans television station that despite video pokers' status as the "whipping boy of Louisiana's gambling industry," the last three weeks of the campaign made the difference.

"Because it involved small businessmen there was no united front to explain how it works and how tightly it is regulated," he explained. "The naysayers have been here since it passed in 1991. This clearly shows the people have embraced it."

Employees at one of the state's largest operating and distributing companies, AMA Distributors, as well as other local operators, held a rally the day before the election in front of AMA headquarters. "We were trying to make a statement and draw attention to the benefits of video poker," said AMA general manager and AMOA board member Jim Pietrangelo.

Poker operators in parishes that rejected gaming have two more years before their state licenses expire and the machines have to be removed. No new licenses will be issued in parishes that voted against video poker.

A look at post-election results showed that the 31 parishes that approved continued operation of video poker had a collective total of 8,942 machines in 2,160 locations. By contrast, the 33 parishes that voted against poker had 6,209 machines

See **LOUISIANA** page 20

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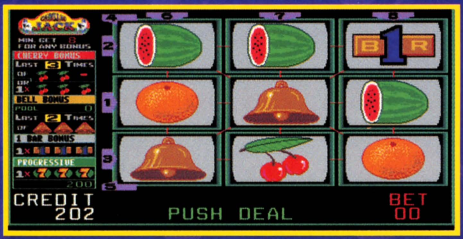
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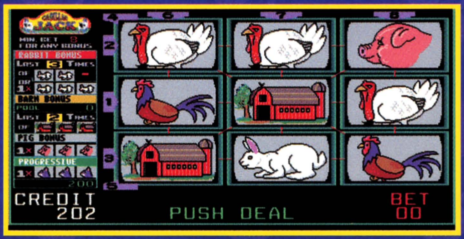
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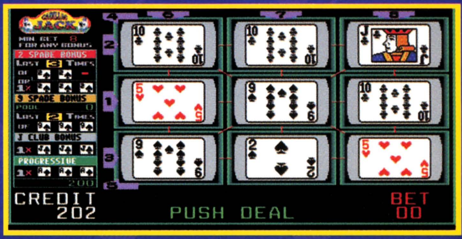
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States tackle political issues

While most states did not face the do or die decision that voters in Louisiana did in November with its local option referendum on video gaming, operators across the country continue to grapple with a wide range of political issues affecting the industry, many of which will be determined during spring legislative sessions in their respective state houses. Here's a look at some of the issues affecting operators in other states:

Alabama: After a successful year in which the Alabama AMOA was able to help pass a non-cash redemption law, the association is now focusing on master license legislation. The association reports that it has made several inroads with the Legislature and will continue to pursue it in the coming year's state house session.

Arkansas: With a redemption reform bill based on the Georgia and Texas model under its belt this year, operators in Arkansas also saw voters turn down any expansion of casino gambling. A controversy over 8-liners raised by former governor Jim Guy Tucker has also subsided following his conviction in a Whitewater-related trial.

Colorado: Residents voted down an initiative this year to facilitate the addition of a third town, Trinidad, to those allowed to have limited stakes gaming. Operators will also be working in several communities to repeal a gross receipts tax in favor of a one-fee license sticker.

Florida: An increase in the number of Republicans in the Legislature should put operators in a better position to pass legislation, according to FAMA members. Operators are also looking at passing a clear law allowing games of skill with tournaments and prizes, including networked tournament events, and determining other related issues such as whether entry fees collected by machines are taxable. "Those are some of the issues that need to be cleared up before we see machines on location," said Manley Lawson of Lawson Music. "It's a lot easier for a state to give you something when they aren't losing anything."

Georgia: The coming year will see Georgia operators continuing to press for further classification of what games meet the "some skill" requirement following passage this year of a non-cash redemption clarification. Operators also achieved passage of a master license system, as well as legislation limiting regulatory fees. "We've had a lot of good luck and I attribute that to the association staying together," said GAMOA lobbyist Les Schneider.

Hawaii: The defeat of a pro-gaming legislator, who has proposed lottery and cruise ship gaming bills, is considered positive by the state association's Glenn Anderson. Operators also see potential benefits in workman's comp reform.

Illinois: Last month's elections saw state Republicans losing control of the Legislature, which should make for an interesting veto session this month giving the GOP its last chance to move partisan legislation. Some form of a gaming bill is considered likely, possibly within fraternal clubs.

Iowa: Voters rejected a proposal for riverboat gaming on the outskirts of the capitol city of Des Moines.

Kansas: The amusement industry continues to face a proposal by pari-mutuel tracks to have the exclusive right to operate slot machines.

Maine: Ross Furman of the Maine Gaming Association says that things were quiet during the election season, but the lingering issue of video gaming is still on the front legislative burner. "We're the same place we were six years, two months ago," he said, adding that a bill will be introduced again next year. "It has been up and down like a roller coaster. When you live in Maine, you have to have a lot of faith."

Massachusetts: Mark Levine of the state association reports rumblings of legalized gaming that may come within the next few months. Options being discussed include Indian casinos, video poker in race tracks, and video poker statewide, the last of which is considered the least likely. Levine, who has also been active in tobacco vending issues on the national level for AMOA, says retaining a Republican majority in Congress should also be beneficial. "If the Democrats won I think we would have to work even harder," he said.

Minnesota: With nothing of note on the November ballot, association executive director Hy Sandler said there may be a sales tax issue come up in next year's legislative session. However, a change in state house leadership has muddied the waters. "We'll have to feel our way along," Sandler said.

Missouri: Ron Kinney of the Missouri AMOA said gaming in the state's river towns has produced a 10 to 30 percent drop in business for amusement operators and there is currently talk of bringing more riverboat casinos into the state. Voters in Missouri rejected a proposed state increase in the minimum wage to $6.25 per hour. As for video gaming, Kinney said the association's lobbyist has labeled it a "dead issue" at present.

Montana: Next year could see a push for a dial-up system for monitoring gaming machines that the state's attorney general has requested.

Nevada: The Amusement and Vending Operators of Nevada got a bill passed in the 1995 session that will go into effect July 1, 1997. It takes the sales tax off the product out of

See **POLITICAL** page 21

Louisiana

continued form page 18

in 1,524 locations. Bars and restaurants are limited to three machines per location, while truck stops are limited to 50 machines and pari-mutuel race tracks and off-track betting parlors can have an unlimited number of machines. The total number of votes cast across Louisiana would have put video poker over the top in a statewide election by almost two to one.

"The state is the one that enticed all of us to go into this legal industry," said one operator. "Then they let the parishes decide. The state should have made the decision."

A number of other disgruntled operators around the state raised the specter of possible legal action and asked why they should be forced to pay unemployment insurance for employees that will be laid off as a result of the vote.

But public officials on both the state and local level said that the vote should settle the controversial issue of gambling in Louisiana once and for all. "There has been so much discontent among the people, but now that they are having a chance to express their wishes, gambling will settle in and become a part of the tourism industry," said Lt. Gov. Kathleen Blanco.

Political

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vending machines, except for prepared food and cup soda. "It has taken five years to get this done," said the association's Doug Minter. "We still pay sales tax on the equipment when purchased and pay property tax every year on the depreciated value." In Nevada there is no sales tax on any food out of a grocery store, yet those in the vending business have had to pay a tax since 1979. Nevada's Legislature meets every two years.

New Mexico: Gaming is still a hot button. Controversial Indian casinos are "eating us alive," said Ken Anderson of the Vending Amusement & Music Operators. "They are doing a heck of a business. My amusement route is down by 35 percent since the casinos opened and I have had to lay off three employees. Gross receipts for the whole state are down even though the economy is supposed to be booming."

The state's Indian tribes currently operate 10 casinos. Governor Johnson signed the compacts but did not have the authority without legislative approval. Before the issue went to court the Indians felt they were within the law and built huge casinos. A stay from the court has put the matter on hold but the Legislature must address the situation. The consensus is that now the state may approve Class III gambling to legitimize the compacts, probably granting the activity to race tracks and fraternal organizations. New Mexico's legislative session starts Jan. 17. There has been talk of a special session. The state association has fought strongly for video gaming and forged a coalition with the New Mexico Hospitality Retail Association that helped pass Constitutional Amendment A in 1994 that was later rejected by the state Supreme Court in 1995. The compacts were signed in 1995.

New York: Ralph Ceraldi of the New York State Coin Machine Association informs that all is calm in the state legislatively. However, amusement games have been hurt by the keno games and scratch-off ticket vending machines offered by the state Lottery in bars and restaurants. Often the scratch-off ticket machine is placed right next to the location's jukebox. In addition, cigarette vending operators have lost a lot of accounts and now operate only in age-restricted locations.

North Dakota: Dwight Wrangham of Dakota Music and the North Dakota Coin Machine Operators Association tells us the association did make news in that there was nothing (affecting the amusement industry) on the ballot for the first time in six years. "Video gaming has been voted down time and time again," said Wrangham. "We did have a video gaming initiative on the primary ballot in June of this year—at that time it was voted down by two to one."

Ohio: A riverboat casino issue on the ballot went down by a 62 percent vote. "It would have legalized eight riverboats, but the electorate said 'no way,'" commented Judy Martin of the Ohio Coin Machine Association. Those who promoted it spent well in excess of $8 million on this campaign yet it still went down in flames. Governor. George V. Voinovich had this to say: "I hope today's resounding defeat of Issue 1 will at last convince those people who have been promoting it over the years that the people of Ohio don't want casino gambling—not yesterday, not today, not ever. It will be Katie bar the door in terms of other initiatives that might be brought forward by those who think that if you spend enough money in Ohio you can get anything you want."

Oregon: State-run video gaming has seriously hurt the state's coin machine operators, who at least have seen the last state tax stamp on their amusement games. The tax, which was once $100 and later lowered to $38.20 (per game per year), ended with the last fees paid in July this year.

In a state with no sales tax, and a recently reduced property tax, there could be an effort to raise revenue by other methods. According to Jerry Johnston of the Oregon Amusement and Music Operators Association, "We as an association are preparing for the next legislative session and will be very watchful." The session starts in January. The association has decided to become involved in local tax and license issues, zeroing in on all Oregon cities that still have ordinances concerning amusement games. "We are going to aggressively pursue ridding ourselves of these taxes," said Johnston. "It can be done."

South Carolina: A county by county referendum in 1994 to determine the legality of non-machine cash payouts from coin-op video games is still having repercussions in the state. That referendum resulted in 12 of the state's 46 counties voting no, making such games in those counties illegal.

A lawsuit was later filed by operators in those counties claiming the referendum was unconstitutional. In early November the state Supreme Court ruled on the case and found for the operators based on this point in the law: by referendum you cannot make illegal in one county what is legal in another. The state has 15 days to appeal this ruling; the Supreme Court has unlimited time to act on such an appeal. In the meantime, games are operating in all counties.

South Dakota: The Music & Vending Association of South Dakota's executive director, Bob Hartford, says that while the association faced no issues directly it did help with Constitutional Amendment B, which passed by a margin of three to one. Passage means that now a two-thirds majority is needed for the Legislature to increase a tax or levy a new one. Previously it took a two-thirds majority to increase a tax but only a simple majority to enact a new one. South Dakota's legislative session starts Jan. 14.

Texas: The Amusement & Music Operators of Texas are keeping a watchful eye on 1995 legislation that passed requiring high bonding (called a Conduct Bond) for those with alcohol beverage licenses. "In the new legislative session we had allies lined up to repeal it and put it in perspective," said Dock Ringo. While the leading state representative in favor retained his seat, the recent election found some other allies losing their posts. There has also been a big push to clarify the legal operation of 8-liner games. "The state is saturated with them," said Ringo. AMOT is an active association with a growing membership.

Utah: Bill Bailey, president of the Utah Amusement & Music Association, said the association beat a proposed sales tax in July this year, which put coin machine operators back on the exempt list.

Virginia: In regard to legislative activity it has been quiet in Virginia informs Bill Carnohan, director of AMOV.

Washington: Jim Marsh, incoming vice president of WAMOA, says an initiative was proposed on the November ballot to allow Indian tribes to legally run slot machines. It failed by a huge margin; it was the second time it was proposed. Also of importance, according to the business and occupation tax in the state the Department of Revenue collects a little over two percent of the gross revenue that each amusement game produces. "We are working hard to repeal this tax," said Marsh. "We had complete support in the house and senate but former governor Mike Lowry vetoed it earlier this year." It is hoped that new governor Gary Locke will be more receptive.

Wisconsin: Maxine O'Brien, executive director of the Wisconsin Amusement & Music Operators Association, advises that most of the association's supporters in the Legislature retained their offices in the recent elections. When the Legislature meets in 1997 WAMO plans to re-introduce a proposed gaming bill from last year.

Dave & Buster's introduces its Power Card pay system

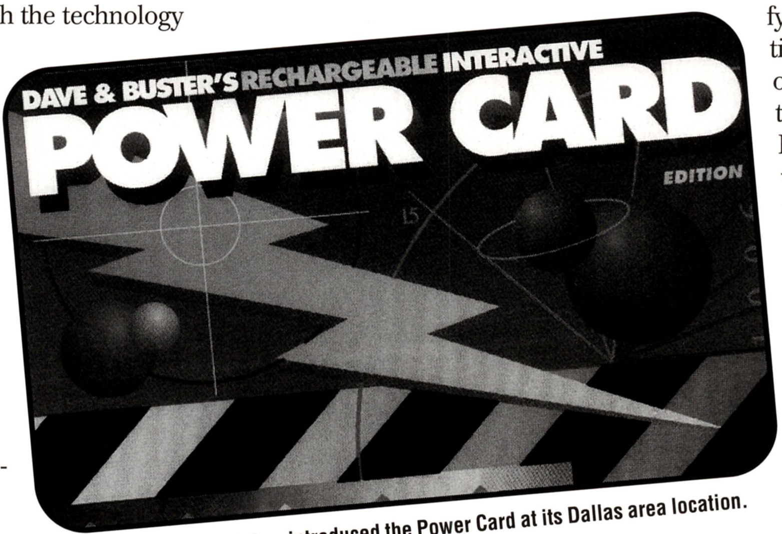
Dave & Buster's recently introduced a debit card system at its Stemmons location outside of Dallas that will eliminate the need to carry around heavy chips and to repair coin jams.

Developed five years ago by Sacoa Systems, the Power Card has been used in arcades in Argentina. This is the first time it has been used in a location in the United States. Dave Corriveau, co-chairman and president of Dave & Buster's first came in contact with the technology at a trade show earlier this year.

"This is just part of the Dave & Buster's philosophy," said Corriveau. "We want to be a leader in our industry, not only with our concept, but in the technology we use to continually evolve the Dave & Buster's concept."

Customers pay a one-time charge of $1 to purchase the card and then choose how many chips they want to put on the card. When the credits or chips run out, the user simply recharges the card at the Power Station or at one of the four Analyzer/Recharger stations.

By swiping the card through a reader attached to most of the games on the Midway, cardholders can begin playing. Each time the player swipes the Power Card, the display will show the remaining balance on the card. If the card does not have enough credit for a specific game, the display will read "Not Enough" or "Card is Empty." Cardholders can also get coins for the coin action games by swiping the card through the reader at one of the chip dispensers.



Dave & Buster's has introduced the Power Card at its Dallas area location.

Those who purchase the card are automatically entered into a lottery to win bonus chips. All customers who play 1,500 chips automatically qualify as Gold Players and are entitled to a 10 percent discount on all games for as long as they are customers at Dave & Buster's. Game happy hours will also be possible through the Power Card system. The company plans to introduce the system in its other locations with Philadelphia expected to be the second store to come on line.

In other Dave & Buster's news, the chain has opened its newest store in Bethesda, Md., bringing 350 new jobs to the area. The $10 million, 60,000-square-foot facility was scheduled to open its doors on Nov. 21. The new Dave & Buster's will have a capacity for more than 2,000 people.

Founded in Dallas in 1982, Dave & Buster's operates centers in Houston, Chicago, Atlanta, Philadelphia, and Hollywood, Fla. Plans are in the works for more locations in the United States and seven stores throughout the United Kingdom by the year 2000.

Indians react to Congressional action

A representative of the Narragansett Tribe of Rhode Island told delegates at the United South and Eastern Tribes' (USET) annual meeting that a bill passed in the waning hours of this past Congressional session is an attack on the sovereignty and civil rights of all tribes.

The meeting provided a forum for leaders of 23 tribes to hear from members of several Congressional staffs and representatives from the Interior Department. But comments from Randy Noka, first councilman of the Narragansetts, drew the most interest.

Noka said a rider attached to a last minute appropriations bill by Sen. John Chafee of Rhode Island claims the tribe's federal trust lands are not Indian land for the purposes of gaming.

"This was an attack not just on our gaming rights, but also on our sovereignty rights and our civil rights," he said. "What Sen. Chafee did to us, another senator could do to you. Next year, in the next Congress, there could be more of the same. These are dangerous times for Indian country."

Noka went on to ask USET to support the Narragansetts' efforts to undo Chafee's bill. The tribe, which has about 2,300 members living on its 2,500-acre reservation in southwest Rhode Island, was planning a rally at the Rhode Island State House late last month.

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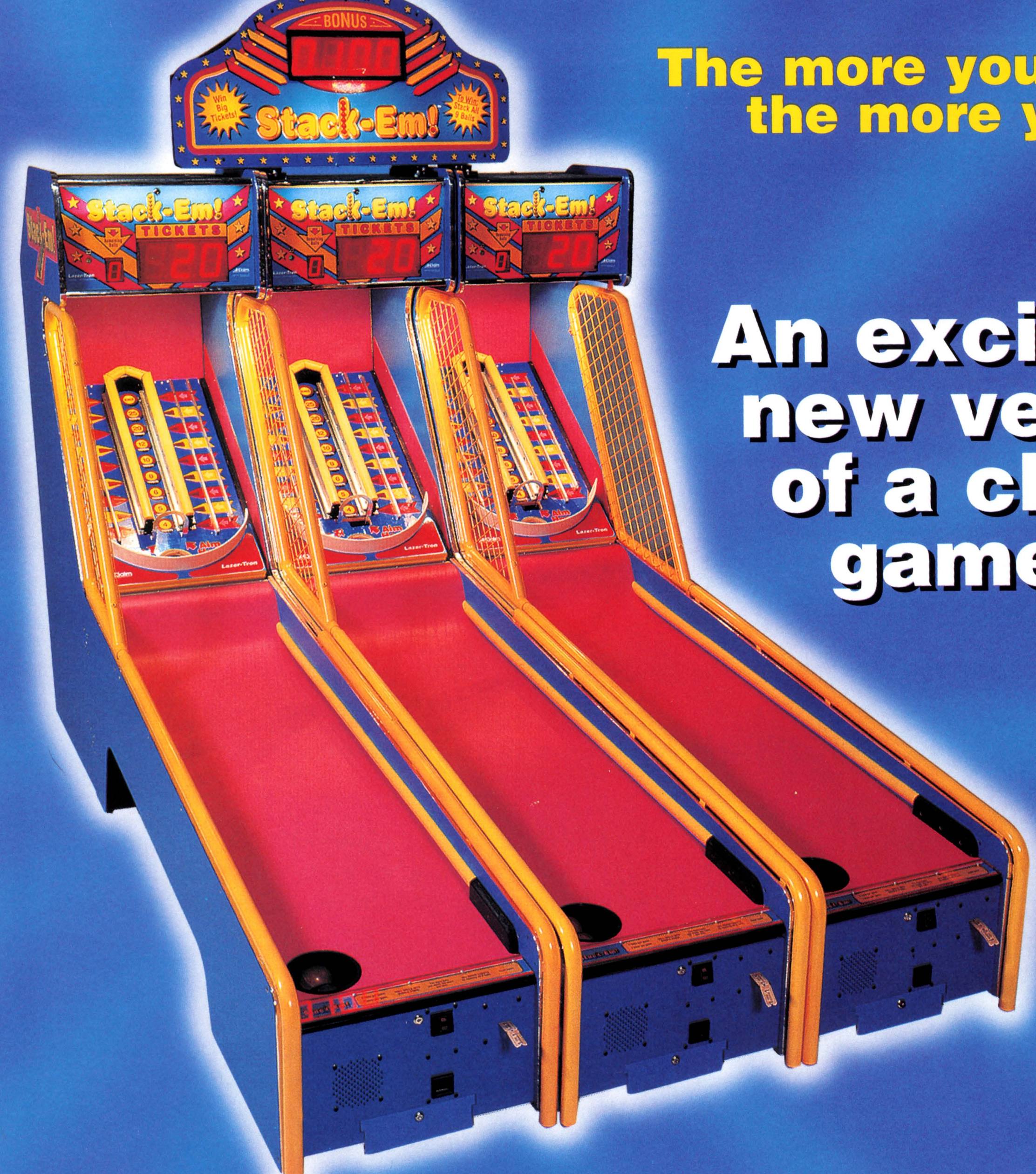

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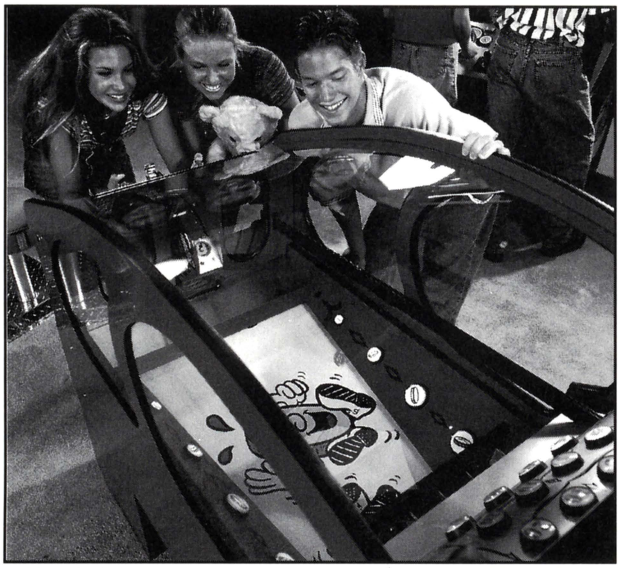

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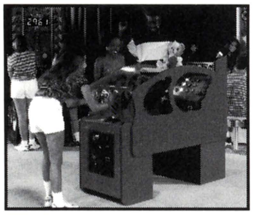

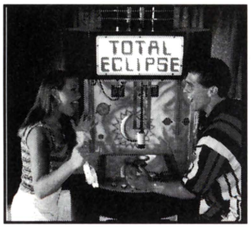

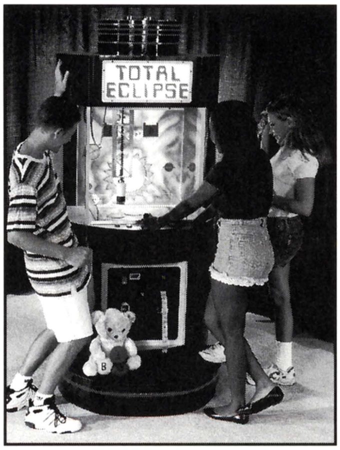

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Sportexe uses Omnigrass for minigolf success

Both mini-golf courses at Disney's Fantasia Gardens are surfaced with Omnigrass.

Fonthill, Ontario,-based Sportexe Golf Supply/Sport Surfacing recently completed surfacing an Orlando, Fla., area miniature golf facility with Omnigrass, an innovative sand-filled surface.

The facility, Fantasia Gardens, is located in the Epcot Resort area of the Walt Disney World Resort. With a total of 36 holes, the center includes an 18-hole miniature golf course, Fantasia Gardens, with a theme taken from Disney's classic animated film "Fantasia," as well as Fantasia Fairways, a second 18-hole challenge course designed with strategically placed bunkers and hazards.

The Fantasia Gardens course features holes such as Toccata & Fugue, where good shots are rewarded with musical tunes; The Nutcracker Suite with quirky obstacles including dancing mushrooms; and The Pastoral Symphony where guests encounter a 40-foot tall Mount Olympus complete with waterfalls.

Fantasia Fairways is dressed in a beautiful, floral setting and designed to emphasize skill rather than chance. The course challenges players with exaggerated contours, menacing water hazards, and diabolical sand traps. The layout combines par-three and par-four holes ranging in length from 40 to 75 feet long.

While the challenge course is a natural grass-like Omnigrass surface, the mini-putt course is surfaced in bright colored Omnigrass. Both courses are reportedly doing well with an expected average of 300,000 visitors each year.

Inc. 500 touts Laser Storm growth

While some proclaim Denver the telecommunications capital of the world or the kingdom of the cable conglomerates, *Inc. 500* magazine recently shined a light on locally based laser tag manufacturer Laser Storm.

The news that Laser Storm made the 1996 *Inc. 500* fastest growing private companies came right on the heels of another major announcement involving an exclusive licensing agreement with Marvel Characters Inc.

To be eligible for the magazine's listing, companies had to be independent and privately held through 1995 and must have demonstrated a significant sales increase from 1994 to 1995. Showing near exponential growth, Laser Storm registered revenues of $5.5 million last year, ranking it 251 on the list. Laser Storm completed a public offering earlier this year to finance the company's roll-out of location-based entertainment facilities nationwide.

"We are honored to be recognized this way," said Laser Storm chairman and CEO Robert Cooney. "It's a testament to the vision this company has exercised to become a leader in the interactive entertainment community."

Laser Storm offers five unique, themed laser tag games that feature the company's proprietary infrared communications network systems.

Nightclub & Bar Convention announces speakers, events

Sports programming, lighting and sound equipment, food, liquor, and beer are all on tap for the 21st Intl. Nightclub & Bar Convention and Trade Show, Jan. 6-8 at Bally's in Las Vegas.

The convention begins with a special presentation Monday by Booker Noe, Jim Beam master distiller emeritus and the company founder's grandson. On Tuesday, Fox Sports Direct sponsors the keynote address by Joe Buck, who called the plays during the World Series.

"Our seminar schedule, including these guests speakers, is combined with unique Nightclub & Bar show events and an expanded exhibit hall to create the largest, most worthwhile convention this industry has to offer," said show organizer Ed Meek.

Pre-show events include a golf tournament at the Legacy Golf Course sponsored by Tooters Lingo Liquer and post-tournament parties put on by Jim Beam Brands and Coors Brewing.

Show seminar topics will include on-premise promotions, media buying and advertising, bartending techniques and service tips, coin-op technology, sports programming, and supplier promotions.

Various registration packages for the show are available. For more information, call (800)247-3881 or (601)236-5510 or register on-line (www.nightclub.com).

Mars signs payment deal with Mondex

Mars Electronics Intl., a manufacturer and marketer of electronic payment systems, has forged an agreement with Mondex Intl. to develop compatible payment products for vending and other unattended point of sale applications.

United Kingdom-based Mondex Intl. is the developer of a smart-card electronic payment system being introduced by banks and other organizations throughout the world. The cards contain microprocessors that store monetary value and allow consumers to make purchases without cash.

The agreement with Mars means that consumers will also be able to pay for drinks, snacks, and other items purchased from vending machines with the Mondex cards they use for retail purchases.

"Our tests have shown that one of the major areas where consumers receive the most benefit from Mondex smart cards is in vending or unattended point of sale or self-service applications," said Mark Gordon, Mondex's marketing head. "We are delighted to be working with Mars Electronics Intl. because it fully understands vending and unattended point of sale and is focused on meeting the needs of customers."

In some countries it may be necessary for smart card readers to support two or more electronic cash systems. As a result, Mars card readers will support multiple electronic cash systems, as well as operate in conjunction with Mars' existing range of coin and bill acceptors. For more information, call Mars, (800)345-8215.

Play By Play anticipates integration of Ace Novelty

Play By Play Toys & Novelties expects to complete the integration of Ace Novelty during the first half of fiscal 1997, according to the company's president.

"This quarter was one of the most exciting in Play By Play's history, highlighted by the strategic acquisition of Ace, our biggest competitor in the U.S. amusement market," explained Play By Play's chairman Arturo Torres.

The move, Torres said, will afford the company many opportunities in the coming year to "consolidate operations, increase operating efficiencies, and improve our design, procurement and customer service capabilities."

Torres also assured customers that Play By Play is fully prepared to service amusement customers. "The acquisition of Ace greatly expands our product offerings to the amusement market and strengthens our national presence," he noted. "Amusement sales now represent approximately 80 percent of Play By Play's revenues, and due to the seasonality of this business, we expect our strongest financial performance to occur during our third and fourth fiscal quarters."

Play By Play president Mark Gawlik added that in addition to revenue contributed to sales performance by the acquisition of Ace, customer demand for the company's licensed product is also on the rise.

Gaming Update

AMOA's *Legalized Gaming Guidepost* serves as a regular update for association members and the coin-op industry in general of recent developments on the gaming front. Here are some highlights from the *Guidepost*:

❏ Government watchers in Illinois were anticipating the introduction of gaming legislation including everything from the inclusion of slot machines at the state's five horse tracks to new riverboats and a possible land-based casino in Chicago.

❏ A recent study conducted by the Louisiana State University Gambling Studies program concluded that federal law, as well as recent court decisions, gives state governors the ability to block the expansion of Indian gaming.

❏ American Casino Enterprises has purchased close to 160 acres of undeveloped land in Las Vegas. However, an unnamed third party holds a 120-day option to buy the land for the $5.2 million plus a 16 percent (APR) fee.

Washington Scene

▼ AMOA's Tobacco Vending Committee is hoping to secure a change in the final rule of recent regulation of cigarette vending by the Food and Drug Administration that would allow machines in non age-restricted areas as long as they are equipped with a lock-out device. The association, which is also supporting a suit against the FDA action, is hoping to achieve this through direct communication with the federal agency as well as grass roots efforts.

▼ Work is underway to establish the federal commission that has been charged with a two-year examination of the impact of legalized gaming across the country. The commission has limited powers to subpoena documents, but has no regulatory or enforcement powers.

▼ AMOA government relations manager Chris Hogan said a press conference by Sen. Joseph Lieberman, who is concerned about a lack of action on rating video content, is still looming. Operators looking for interim advisory stickers for current and older games can call (800)YES-AMOA.

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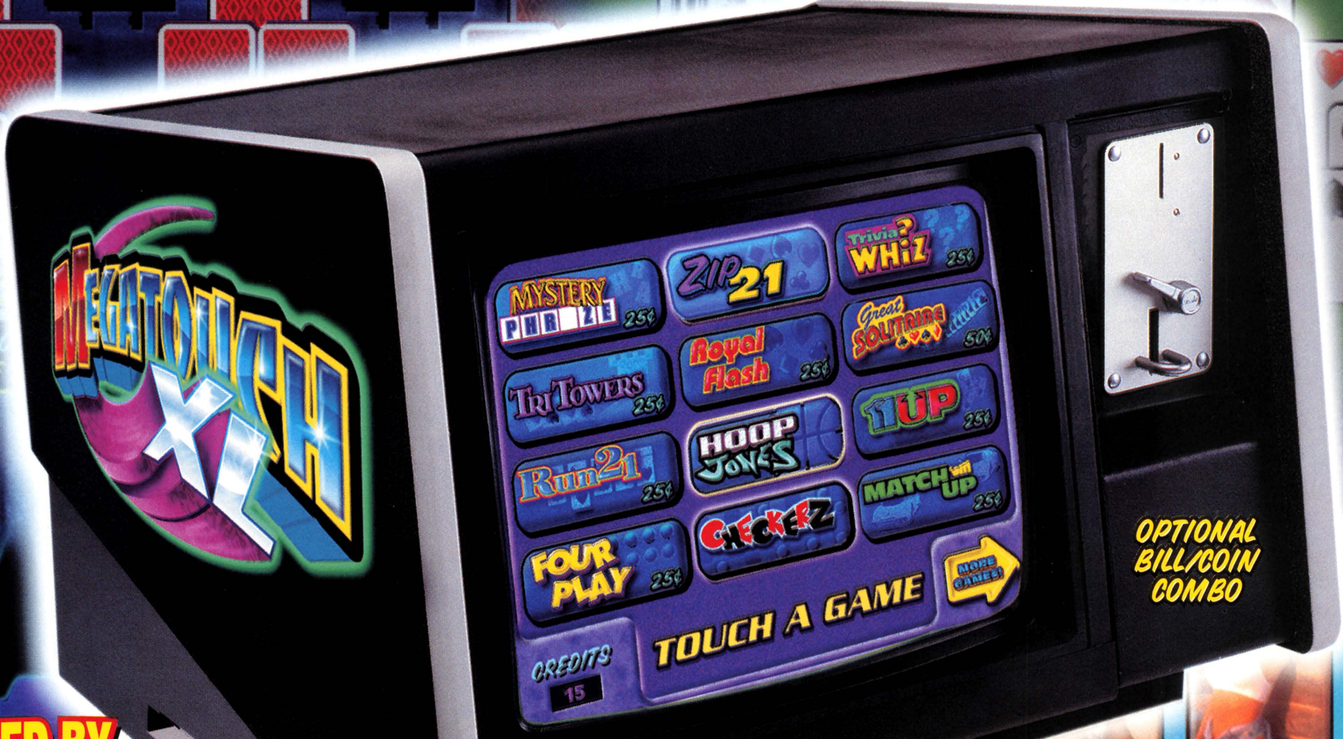
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APA honored by national magazine

The American Poolplayers Association has been honored by *Entrepreneur* magazine as the number one franchisee organization in the field of sports events planning for 1996.

Each year the magazine selects franchise companies based on financial stability, franchisee financing, the number of years in business, number of operating units, rate of growth, and start-up costs.

"We at the American Poolplayers Association are proud that *Entrepreneur* has listed us at the top of our category and we will continue in the future to exert our best efforts to earn this type of recognition," said APA founder Terry Bell.

The APA was also ranked 173 on the Franchise 500 and honored on the top 100 franchise organizations which provide start-up financing.

The APA was formed in 1979 by Bell and Larry Hubbart, both former professional pool players. The organization has grown to over 150 league operators who run over 200 exclusive APA franchises with over 142,000 members.

"While we have been working 17 years in the franchise arena we feel we have only touched on the potential growth that can come in the future," concluded APA president Renee Poehlman. "We are shooting for over a million members nationwide."

Funworks to develop Florida facility

Funworks Entertainment, a Santa Barbara, Calif.,-based worldwide entertainment center developer, has announced plans for a new entertainment concept now under development in Gainesville, Fla.

Tentatively called Funworks Family Fun Park, this location will feature many entertainment experiences unique to the industry. The eight-acre facility will feature a combination of Dave & Buster's-style adult entertainment along with Sega-City-style interactive games.

Other attractions will include a Speedzone Motorsports race track, Nitro Alley dragster concept track, an extensive kiddie play and ride area, a water park done in a beach theme, and a unique 15,000-square-foot building to be themed in a water sports and harbor theme with adult gaming sections, party rooms, a learning center area, food court, and a laser tag arena.

Funworks is the brainchild of theme park developer William Rameson, who has recruited an impressive team of professionals to complement his 25 years of experience in the development of entertainment concepts that are creative yet practical and profitable.

Plans for additional parks are underway with a nationwide roll-out planned for 1997. Joint venture opportunities are available in select areas throughout the United States. Other Funworks projects are being jointly developed in South America and the Far East.

Disabled fan celebrates his own Independence Day

If you ask Mike McDermott of Prospect Heights, Ill., when Independence Day was, he's likely to say it was the day he purchased his own *Independence Day* pinball from Sega Pinball. The big difference between McDermott and most pinball enthusiasts: he's a quadriplegic.

The team at Sega was able to make pinball accessible to McDermott through a sip-and-puff interface that is so effective he was able to achieve multiball and score several jackpots after only a few games.

"It's great; I picked it up very quickly," said McDermott. "I haven't broken a billion points in one game yet, but I think I will real soon. My high score so far is just over 979 million."

McDermott first met Joe Kaminkow at a Charitabulls Fundraiser, and the Sega Pinball executive vice president of engineering and design was confident that a game could be specially designed for this special player.

"Once I saw Mike use the sip and puff interface to control his wheelchair, I knew we could do it," said Kaminkow. "The desire to do it was all it took. It feels good to affect someone's life in such a positive way."

The interface uses air pressure to issue commands to a wheelchair's motor and steering system. The interface was connected to the pinball game by Kaminkow, veteran game programmer Neil Falconer, and computer systems engineer Michael "Duff" Toler.

"The challenge in software was to map the standard sip-and-puff commands onto the world of pinball so that it would remain intuitive for the player," said Falconer. "The resulting commands were very easy for an experienced sip-and-puff user like Mike to execute. The hard puff became the command to flip all flippers simultaneously. The soft sip, which would cause a wheelchair to execute a left turn, became the command to flip only the left flipper, and so on."

McDermott is already looking to the future, and Warner Bros. studios has expressed interest in acquiring a game for actor Christopher Reeve, left paralyzed after a horse riding accident. "I can't wait to get a few more games," McDermott added.

From left: Mike McDermott of Prospect Heights, Ill., and Sega Pinball's Joe Kaminkow and Mike Toler.

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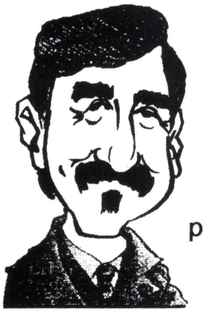

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New games and financing in NANI's future

The coin-op industry continues to be abuzz with talk of a revolutionary PC-based platform, and AMOA's National Amusement Network Inc. (NANI) appears to be blazing the trail with initial tests this month of Midway Games' NANI-compatible *Touchmaster* touch screen video game.

Joe Dillon, vice president of sales for Williams Bally/Midway said initial tests this month on *Touchmaster* will focus on the game's non-networked tournament package featuring single game competition on individual machines. The tournament package includes bookkeeping, support materials, prize verification, rules, and adjustments to run tournaments where permitted by local law.

Following those initial tests, the same tournament software will be tested on NANI, and the company expects the tournament-ready game to be ready to ship for the first quarter of 1997.

In addition to looking at technical aspects and collections, Dillon said the company will also be exploring the legal issues related to running tournaments. "We're not going to pretend this is not an issue," said Dillon. "We believe in the NANI system, especially for *Touchmaster*, and we have to make sure all the legal issues are taken care of."

AMOA past president Craig Johnson, who has helped spearhead NANI since its inception, said the network is ready for operators across the country with the exception of those states where legal issues still need to be worked out.

"To be honest we will go where it's easiest at first," added NANI president and AMOA past president Gene Urso.

To sign on to the network, operators will need only to contact NANI, which will record location information and make all the arrangements including setting up the phone line necessary to communicate tournament information.

Networked competition on *Touchmaster* will allow players to compete for the top score across multiple locations, and at least half a dozen more games are expected to be available for the network by the first quarter of next year. Companies reportedly producing more games for NANI include at least two large consumer game publishers.

Williams is also investigating the possibility of producing further games for the network in addition to an ongoing test of Wavenet, the company's own network system which features real-time, head-to-head video game play.

John Klayh of TVPhone, which is joint partner with AMOA in the NANI venture, said the new PC-based platform model gives the network two advantages: a wider selection of new types of games and the ability to demonstrate new technological advances in a commercial setting.

"There is a traditional model of games that will work in coin-op," Klayh said. "But I think you will find some games (from the PC market) that will blow the model away."

By demonstrating games on this new high-end platform, operators will be offering new technology to most consumers, excepting those that have just purchased the newest generation PC. Thus, locations, which are generally positioned along commercial routes already equipped with ISDN lines or fiber optic cables, can serve as "a demonstration site for any new emerging technology," said Klayh.

"The potential for making money besides the games themselves is going to be incredible down the road," said Urso.

This is already possible because NANI has jumped all the technological hurdles necessary in the first few years of its development, according to Klayh, who noted that instant-on PCs currently in development will avoid set-up delay for game platforms in the near future thus replicating the current arcade game experience.

"There are more advanced systems coming out next year but there are also ones that are adequate now," said Frank Happ, president of Happ Controls which is supplying input devices for NANI. Happ cited the fact that some coin-op games are already working on older 386 PC processors. The only hurdles are ones posed by newer hardware that will require new interfaces currently being designed by Happ Controls.

"It's a coming thing," said Happ. "Our industry needs more good software. We can't just rely on the Segas and Namcos. There are a lot of interesting things happening right now."

In another dramatic development, Klayh said some large national banks are already looking at the adoption of a standard PC platform as reason to re-evaluate the coin-op market. These institutions, such as Nations Bank which has already shown interest, will pose stiff competition for traditional coin-op financing companies such as Firestone and Deustch Bank that have been offering high margin, high interest loans to operators, he said.

Klayh emphasized that these banks are looking at the traditional distribution channel as the most appropriate place to initiate a massive refinancing of the industry. "Distributors and operators are in the catbird's seat," he said.

So how does this affect the continuing emergence of Microsoft as a force in coin-op? For the most part, industry members view the two as parallel and complementary pursuits within the industry, although NANI is up and ready to run with existing hardware while Microsoft, along with hardware partner Intel, is focused on creating a clean slate to introduce its newest chip as part of a coin-op model.

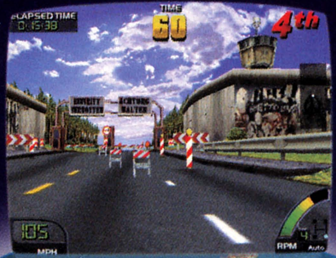
Another question that arises is how will divergent factions in the industry come together to agree on standards for a neutral-based PC platform for which all companies can develop games. In an industry dominated by dozens of independent firms, many of which are publicly or privately developing their own networked systems, that achievement is seen as the toughest challenge.

Some industry members have suggested that the AMOA/AAMA standardization committee would be the logical place to work out the standards. However, others counter that the committee is already too bulky to handle the task, and Intel is reportedly meeting with coin-op manufacturers directly to work on a standard chip configuration.

"I believe there are going to have to be standards," said Urso. "There will have to be a meeting of the minds. But no matter what happens, NANI has already changed the industry."

Answers to many of the questions could become clear as early as this month with Intel reportedly holding a conference in California to address the issue of developing standards for an industry-wide PC-based coin-op platform.

"Generally, the recognition of the importance of the coin-op marketplace is starting to sink in," concluded Klayh. "Now that some major non-industry companies are looking at this industry, the rules will change." ▲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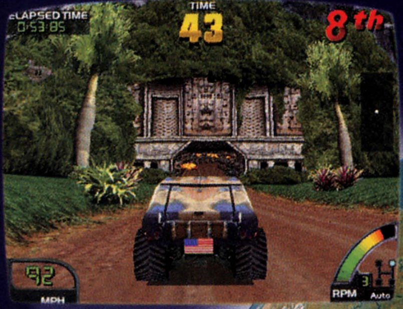
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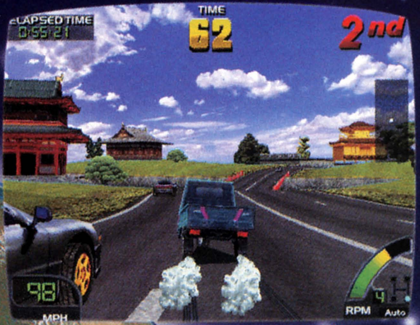
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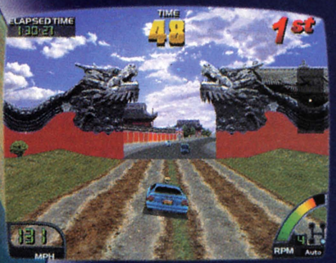
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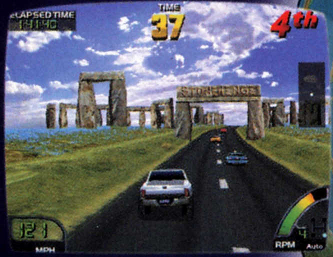
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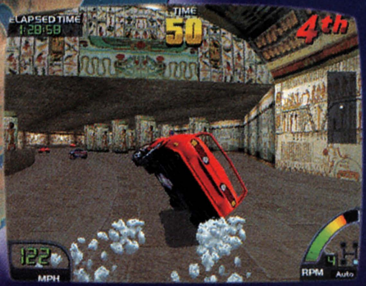
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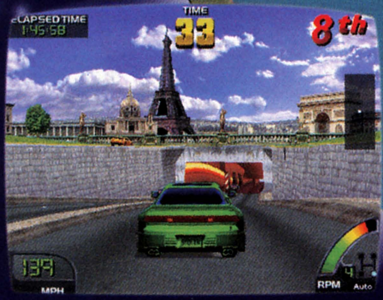
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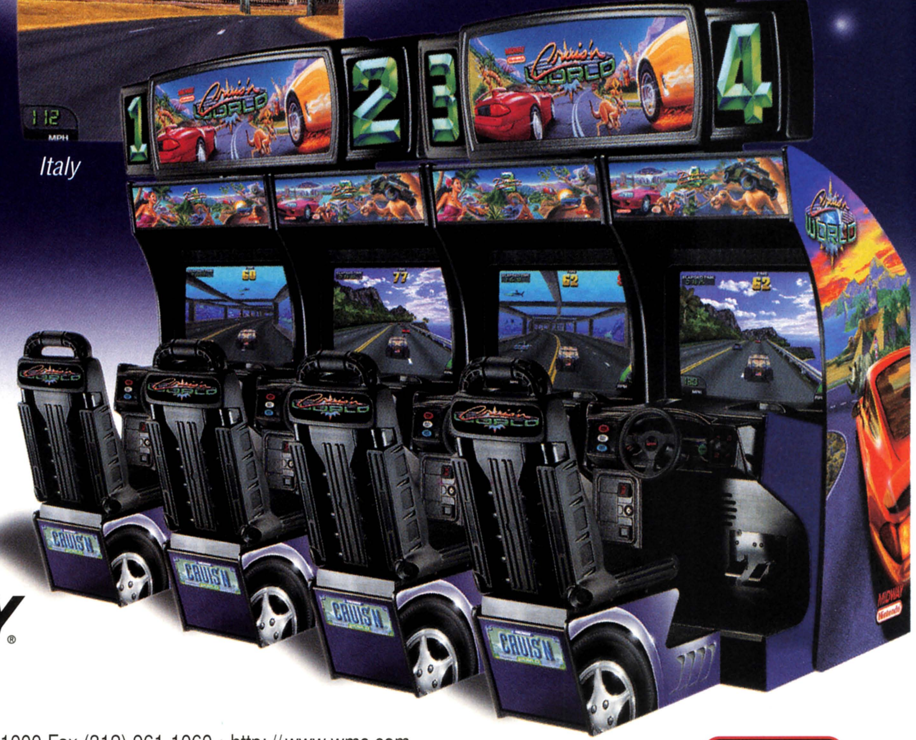
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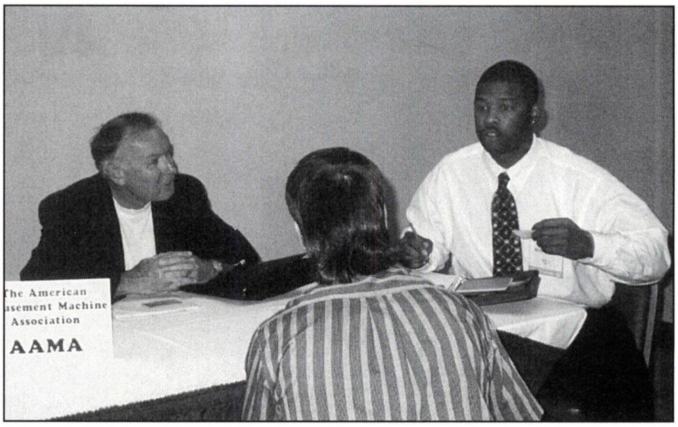
BEYOND THE PLAYFIELD

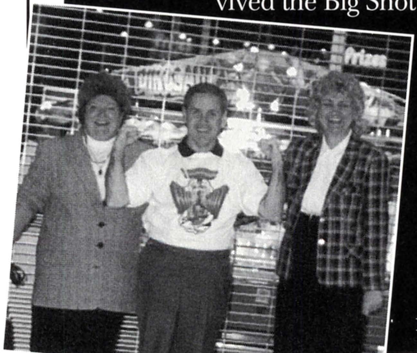
"We don't just make tokens," says Sheila Dellacona of Roger Williams Mint as she holds up a very special medal, an Olympic gold medal for track and field. Roger Williams Mint had the honor of producing the medals for the U.S. Olympic Committee for this year's Centennial Olympiad hosted by Atlanta, Ga., this summer. Sheila proudly showed the medal at the recent Fun Expo '96. The company is also making gaming tokens for the unique New York New York Hotel & Casino due to open in Las Vegas, Nev., in January 1997.



Also at Fun Expo '96, during the Coin-Op Connection Party co-sponsored by Play Meter, AAMA's Bob Fay (l) talks with Archie Wright (r) of Boise, Idaho, and Brian Krolling of Juno, Alaska, regarding coin-op game rooms in family entertainment centers and distributors that service their areas.

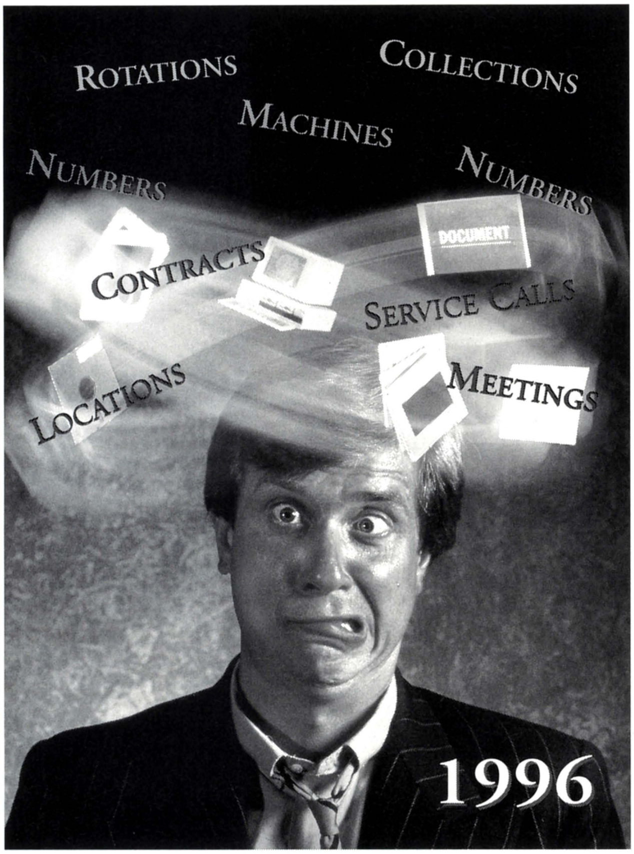
Time for a farewell handshake between Antique Apparatus/Rock-Ola's Glenn Streeter (l) and retiring right-hand man Frank Schulz at the recent AMOA '96. The two are next to the *Legend SyberSonic.* Frank retired at the end of May after 47 years in the jukebox business but returned to be in the company's booth and visit with industry friends again. Frank's retirement has been a busy one, he said, thanks to all the projects his wife had lined up for him this summer. They plan to take it easier now and divide their time between their home in the Chicago area and their vacation home in Wisconsin.

Talk about survival of the fittest! Bill Stone of Stone Amusement Co. in Tullahoma, Tenn., wears his "I Survived the Big Shot" T-shirt after riding the Big Shot ride atop the 1,400-foot Stratosphere Casino in Las Vegas during Fun Expo '96. Valerie Cognevich (l) and Bonnie Theard of Play Meter were too chicken to take on the Big Shot. Bill conceded that the ride was indeed scary.



It's was a slam dunk for Williams Bally/Midway as the company prepared television commercials for the home video releases of *Ultimate Mortal Kombat 3, Mortal Kombat Trilogy,* and *NBA Hang Time* with its account team from ad agency Hal Riney and Partners. The *Hang Time* ad was shot on location at New York's Hofstra University. From left: ad campaign copywriter David Shih, producer Peter Norman, producer from Gartner Films Caroline Pham, Williams marketing consultant John Fowler, director Eric Steinman, and art director Jeff Dechausse.

DON'T WAIT ANOTHER YEAR!


ROTATIONS
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MACHINES
NUMBERS
NUMBERS
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LOCATIONS
1996

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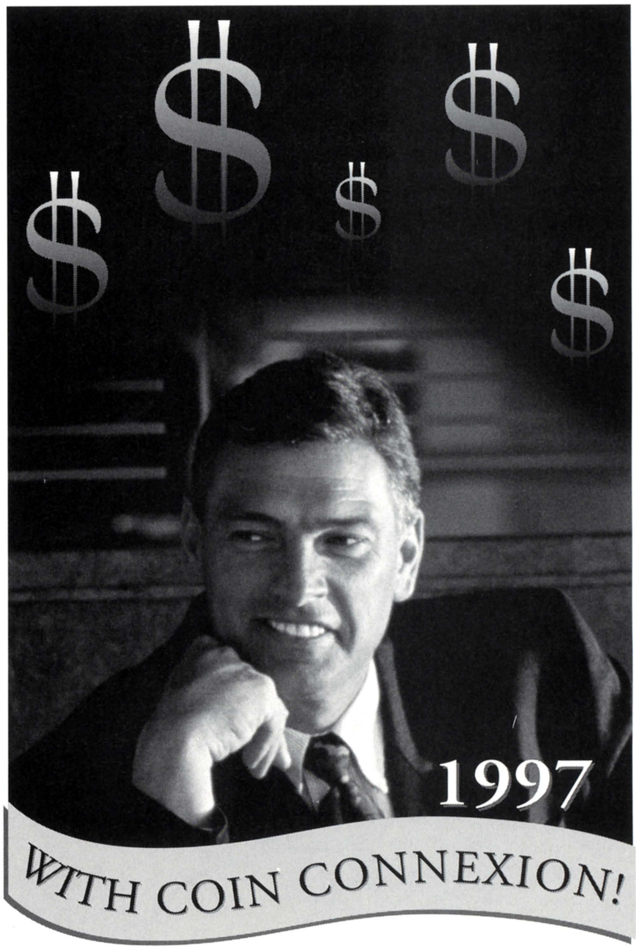
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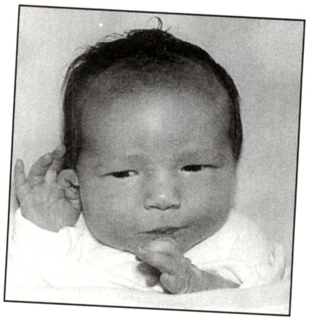
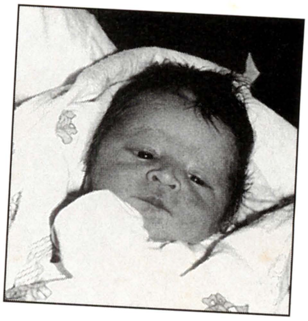
The Most Innovative Jukebox award at AMOA '96 was presented to Rowe/AMi and accepted by David Sadler (l) and Joel Friedman. Said Joel: "It is as exciting to receive this year's award as it has been with all past awards. We will continue working hard on behalf of music operators and appreciate their support. Rowe/AMi is proud of its reputation for innovativeness and we can assure the industry that, as always, our engineering and research and development groups are looking far ahead while we continue to produce the best product for today and for the future."

Oh, baby! A trio of beautiful babies were welcomed into a number of coin-op families lately. A) Matthew Robert was born to Rob and Rhonda Fletcher July 2 weighing 10 lbs. 3 oz. Matthew is almost three months old in this photo. Rhonda is with ARMS Intl. B) Little Alexa Marie joined Chris and Maureen Vecchione Aug. 22 weighing 9 lbs. 8 oz. Alexa is welcomed by big sister Kelly Ann, 7, and brother Christopher Patrick, 14 months. Chris, of Mondial Distributing in Bensalem, Pa., tells us his video recorder is very active these days. C) Dominic Joseph made parents Tony and Jackie Urso of Madison Coin Machine very happy, as well as grandparents Nancy and Gene Urso, when he arrived Sept. 25 weighing 7 lbs. 1 oz. He is the first grandchild for Gene and Nancy. ▲





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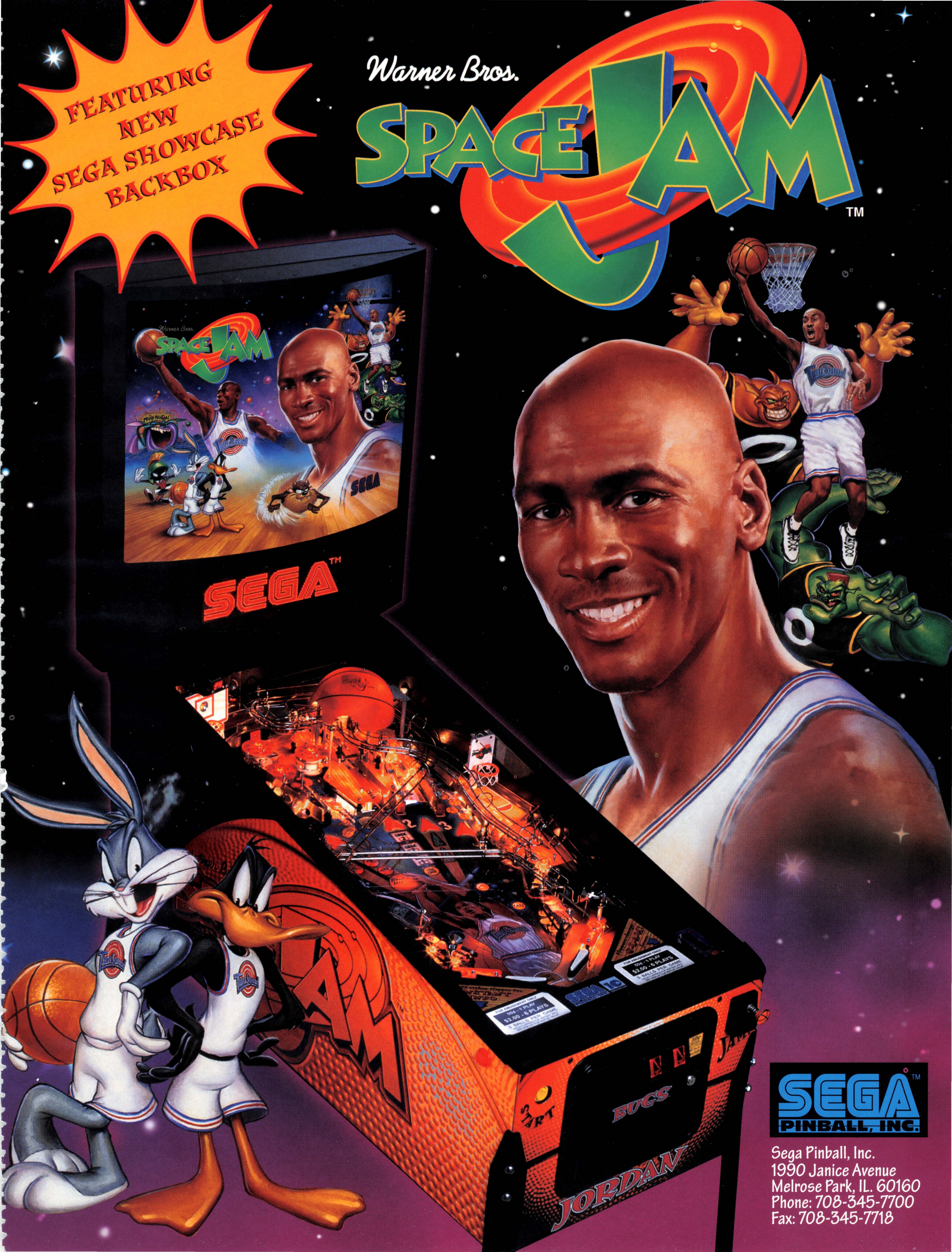
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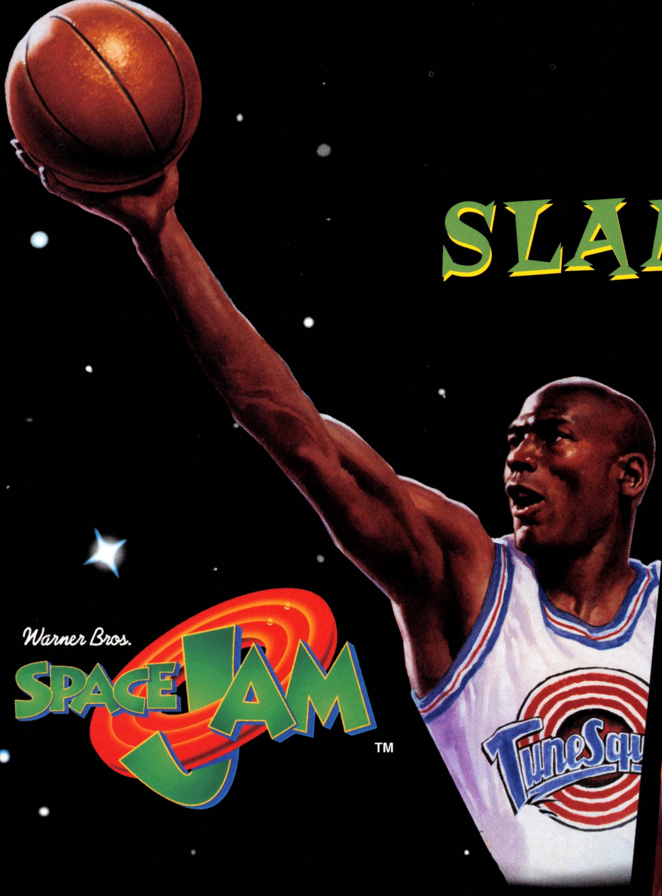
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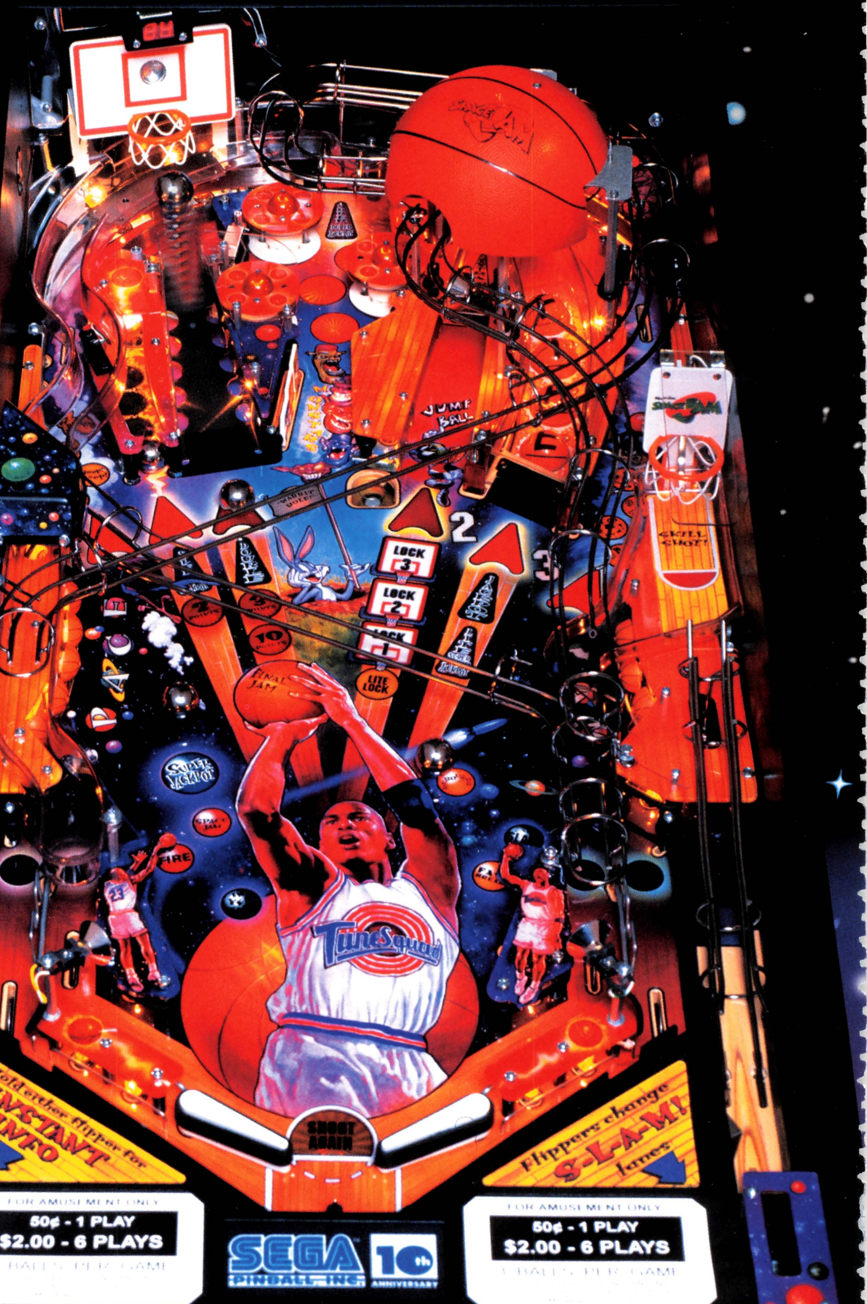
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SKILL SHOT
LOCK 3
LOCK 2
LOCK 1
LITE LOCK
2
3
10
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Shoot 2, 3, and special 10 point baskets to earn bonus features! Will you be the Slammaster?

Join superstar Michael Jordan as he teams with all of his Looney Tunes pals in a game that's truly out of this world!

Featuring the all-steel SEGA SHOWCASE that gives "SPACE JAM" a fresh new look that will attract players back to pinball!

Custom speech by Michael Jordan, stadium announcer Ray Clay, and many of your Looney Tunes favorites including Bugs Bunny, Daffy Duck, Porky Pig, and Tweety!

Sega Pinball, Inc.
1990 Janice Avenue
Melrose Park, IL. 60160
Phone: 708-345-7700
Fax: 708-345-7718

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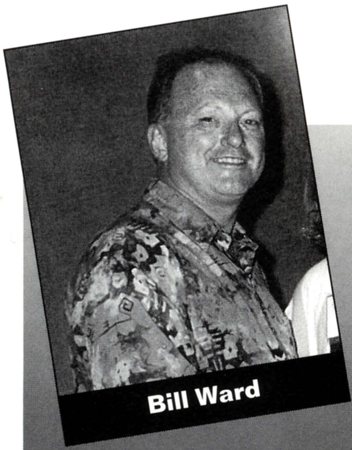
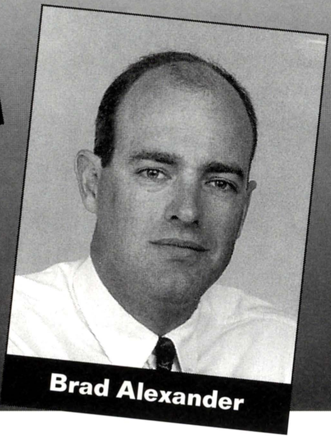
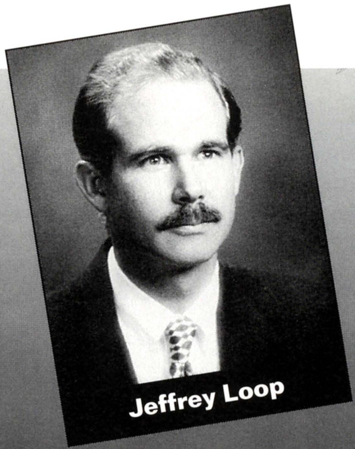
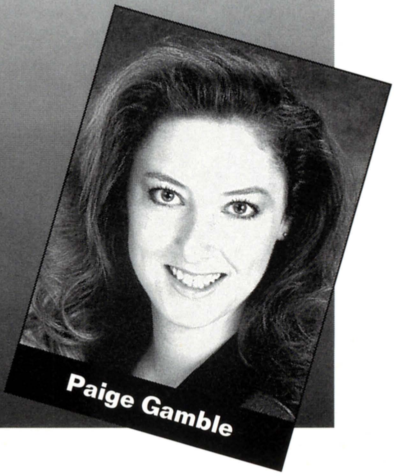
WHO'S NEWS


Bill Ward


Brad Alexander


Jeffrey Loop


Paige Gamble

BILL WARD has stepped down as president of Arachnid. His successor is **MICHAEL TILLERY**, an original founder of Arachnid who was responsible for the development of electronic darts. Tillery affirms that the company is committed to enhancing its position in the marketplace, and that he plans to take this commitment of excellence to other business areas to insure future growth. Good wishes for success are extended to Ward as he pursues other interests.

Thomson Entertainment has appointed **BRAD ALEXANDER** its new regional sales and business development manager for North and South America. He has 15 years of experience in the entertainment field, including a stint with Robin Cinemas/Showscan Entertainment in London. He has also worked on several World Fairs, notably three years in Spain on World Expo '92 in Seville. Part of his new job will be to continue to widen Thomson's distributor network in North and South America. "These are huge potential markets," he said, "and with the additional resources and support networks being put into them, we intend to considerably increase our opportunities for new business." To reach Alexander call +44-1293-563533.

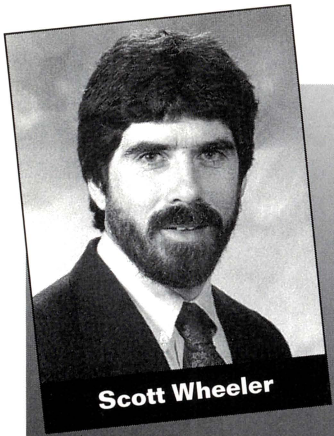
JEFFREY LOOP has joined the staff of Valley Recreation Products as vice president of finance and chief financial officer. He will be responsible for all accounting and finance functions, human resources, management information systems, and business planning and treasury activities.

Loop has extensive experience in strategic planning and new business activities. Valley chairman and CEO Dick Shelton commented, "We are pleased to welcome Jeff to Valley. He bring us important experience and insight that will be valuable in maintaining and expanding our business." He can be contacted at (517)892-4536.

Cash Code has named **PAIGE GAMBLE** as regional director of sales. She will be responsible for the development and expansion of the company's new western sales office based in Las Vegas, Nev. Gamble has a strong background in sales and marketing, including her previous post as marketing manager at JCM. Senior vice president of sales and marketing Val Levitan, and vice president of sales Steve Kinder, join in welcoming Gamble to the staff, adding that "Paige will make a significant contribution to our team environment." Gamble said she is excited about joining the organization, and described it as one that "is bringing innovative, original designs to companies looking for better products and services." She can be reached in Las Vegas, (800)250-9903 or (702)791-2633.

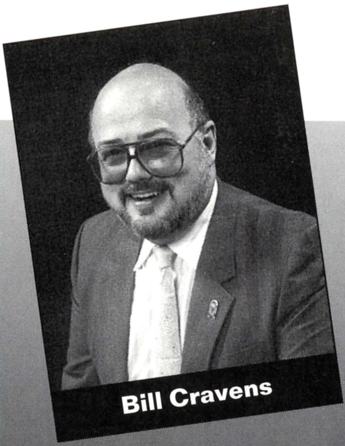
Mars Electronics Intl. has named **SCOTT WHEELER** as its global marketing director. He will be responsible for the continued growth of existing markets, as well as the development of new markets for MEI's bill acceptors, coin changers, and electronic cash products. Before taking on this new post Wheeler served in several other capacities at MEI including gaming industry franchise manager

WHO'S NEWS

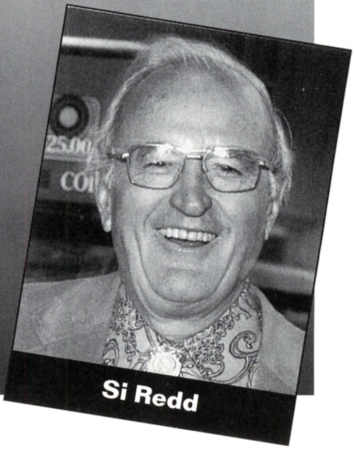


Scott Wheeler

Valerie Bechtold



Bill Cravens



Si Redd

and global applied research manager. He joined MEI in 1994 and prior to that worked at other Mars Inc. companies. Wheeler is at MEI headquarters in West Chester, Pa., (610)430-2500.

VALERIE BECHTOLD has joined Coin Concepts Inc. as a sales representative responsible for all West Coast sales, some Midwestern states sales, and a portion of international sales. Bechtold was formerly in the sales division of Planet Earth Entertainment. CCI's vice president of sales Gary Warner said, "Valerie is a true industry professional, and with her enthusiasm and experience we have no doubt she will prove to be a tremendous asset to our organization. She offers a West Coast presence which will enable us to better serve our distributors." She can be reached at (909)465-0828, or at CCI corporate headquarters, (908)390-9009.

Aristo Intl. Corp. has changed its name to PlayNet Technologies Inc. effective mid-October. The company will maintain its New York address, phone (212-586-2400), and fax (212-586-1652). In the last few months the company has made a number of appointments including naming industry veteran **BILL CRAVENS** of Bulldog Amusements to handle sales.

Other recent staff additions are: **GLENN SBLENDORIO** as chief financial officer; **RITA ZIMMERER** as executive vice president of software; **DAVID ALBERT** as vice president of internal game development; and **PAUL MEYER** as chief operating officer.

Before taking the new posts Sblendorio was senior vice president and chief financial officer at Sony Interactive Entertainment Inc., Zimmerer was an executive and general manager of Sunsoft USA; Albert was a game developer and designer for Sega of America; and Meyer was previously senior vice president and general manager of Viacom New Media/Chicago.

Gaming industry legend **SI REDD**, considered the father of video poker and a pioneer in gaming technology, has retired and turned over the reigns of his Oasis Resort Hotel and Casino in Mesquite, Nev., to his son-in-law Alan Green. The 85-year-old Redd became a driving force in the slot and video poker manufacturing field with his now famous company, International Game Technology.

In the Oct. 16 edition of the *Las Vegas Sun* Nevada governor Bob Miller said of Redd: "His business influence and his dedication to civic responsibility have placed him at the pinnacle of society. His entrepreneurial spirit and enterprising skills have made him a leader in the business community."

Over the years Si and his beloved wife Marilyn, who succumbed to cancer in April, donated generously to the University of Nevada at Las Vegas and a number of charitable causes. The Mississippi native has resided in Las Vegas about 30 years. ▲

INTERNATIONAL SCENE

ATEI sees high interest in parks and cue sports

The Parks, Rides, and FEC section of the Amusement Trades Exhibition International has seen an increase in companies requesting space in that area, among them Dallas-based Q-Zar, which will spearhead the launch of a new system for Europe; the Spanish company IAMC, a subsidiary of Unidesa; and Caley Marina, a maker of boats for theme parks and leisure facilities.

ATEI '97 is scheduled Jan. 21-24 at Earls Court 1 in London, England.

The news that cue sports could soon become Olympic events has spurred the interest of snooker, pool, and billiard companies to display their lines at the show. Fourteen manufacturers and suppliers of equipment for this market will be there plus the trade group, the British Association of Pool Table Operators.

In addition, British-based exhibitor JPM will sponsor the prestigious International Visitors Lounge at ATEI '97. The lounge first appeared at the 1994 show to help overseas buyers stay in touch with their offices during the show. JPM has games and gaming equipment interests in 29 international markets.

A T E I
ATE INTERNATIONAL
LONDON . JANUARY 21 22 23 1997

In other ATEI news, Roger Withers has been invited to join the ATE board of directors. Withers served as national president of the British trade association BACTA from 1993 to 1995. Withers is the managing director of machine operating company BLMS, a leader in the international electronic leisure industry.

ATE chairman Sonia Meaden said, "Roger is a highly respected figure whose expertise and knowledge will be of great benefit to the continued development of ATEI as one of the most progressive and professional amusement industry exhibitions in the world."

Music council holds general meeting

A special open forum has been scheduled by the Music Users Council of Europe during the run of the Amusement Trades Exhibition International. The forum, titled "The Discussion of Copyright Treaties in the Digital Age," will take place Jan. 23 at Earls Court 1 exhibition hall in London, England.

MUCE chairman Charles Henry, also a member of the ATE board of directors, commented: "In view of the World Intellectual Property Organization discussions of new treaties in the copyright field, it has been decided to open the meeting to all ATEI visitors interested in copyright matters. users of video game software, jukebox operators, AWP original equipment manufacturers, makers of conversion kits, record distributors, and spare parts distributors immediately come to mind. Indeed, almost all of us are affected by copyright materials in our everyday lives.

The MUCE believes that any new protocol or legislation affecting copyright should have safeguards for the user built into the framework. The organization is one of a number of international associations to stage important industrywide meetings at ATEI. Others include the World Summit of Trade Associations, the World Gaming Regulator, and the Presidential Congress of the European Showmen's Union.

Bankshot Basketball goes to Europe

Bankshot Basketball was part of the NBA Europe '96 Jam Session that traveled to Spain in mid-October. The event allowed basketball fans of all ages to experience the world of NBA basketball.

Fans were able to take part in activities including photo opportunities and trivia challenges. They also participated in several different games and sports, among them Bankshot Basketball. After the week-long event, fans watched the Indiana Pacers take on the Seattle Sueprsonics in an exhibition game in Seville.

Said Erik Swain, director of marketing for The Bankshot Organization: "We are happy to have now partnered with not only the NBA here in the United States, but NBA's European division as well. It supports our continued growth throughout Europe.

Bankshot has been featured in several NBA All-Star games, NBA Jam Sessions, and the NBA All-Star Stay-in-School Jam in the United States. This is the first time it will appear in the European Jam Session.

India Amusement Expo set for February

India
AMUSEMENT EXPO

India has been described as "an amusement-ready market," one that has attracted the attention of the American Amusement Machine Association. AAMA will debut the India Amusement Expo at the Taj Palace Hotel in New Delhi, India, Feb. 26-27. Following a trade mission to India, AAMA could see the potential of this market and decided to bring products and opportunity together in the form of a new trade show. The event is being promoted in the trade media and through direct mail to amusement parks, arcades, video game centers, hotels, resorts, restaurants, shopping centers, and investors and developers throughout India.

India Amusement Expo is sponsored by AAMA with the support of the U.S. Embassy in New Delhi. Seminars and a reception are planned to further stimulate an exchange of information about the industry.

India is the second largest country in the world, and has been identified by the U.S. Department of Commerce as an emerging international market. Middle-class consumers in India number 300 million.

For more details on the show, contact show management, William T. Glasgow Inc., (708)333-9292; fax (708)333-4086.

Report indicates U.K. demographics changing

The quarterly newsletter from Project International Gaming Solutions of the United Kingdom (aptly called Project) recently divulged results of a 1996 Henley Centre report on the future of leisure activities and players.

A profile of the population in the United Kingdom indicates a rapid decrease in people aged 25 to 34 in the year 2005, an increase in those between 35 and 44, and an increase in the third agers—those from 55 to 64 years old.

The reduction in the number of people 25 to 34 years old will no doubt cause a re-evaluation of leisure industry services. The report also shows that women will have more influence on leisure time activities.

Mann takes post in Brazil

Michael J. Mann has been named International Theme Park Services Inc. director of maintenance for the Terra Encantada project in Rio de Janeiro, Brazil.

Most recently Mann was the mechanical engineering supervisor for Circus Circus/Grand Slam Adventure Dome in Las Vegas, Nev. Prior to that he worked in the ride maintenance department of Paramount's Great America. Mann began his career in 1977 as a ride mechanic at Six Flags Magic Mountain.

In making the announcement, ITPS president Dennis Speigel said, "We are pleased to welcome Michael to ITPS and Terra Encantada. The 16 years of experience he brings will greatly enhance the level of safety and service to our guests. He will be a tremendous asset to our management team."

INTERNATIONAL CALENDAR

DECEMBER 10-11

LeisureIndia, Leela Kempinski Hotel, Bombay, India. Call Gerry Robinson, +44 1905 613256; fax +44 1905 724768.

DECEMBER 10-13

AmuseExpo/ForainExpo '96, Le Bourget Parc des Expositions, Paris, France. Call +33 1 4756 2107; fax +33 1 4756 2110.

1997

JANUARY 9-12

SEKEP Expo '97, European Exhibition and Promotion Center, Athens, Greece. Call +30 1 825 1609; fax +30 1 821 1661.

JANUARY 21-24

ATEI '97, Earls Court, London, England. Call Peter Rusbridge, +44 171 713 0302; fax +44 171 713 0446.

JANUARY 22-25

IMA '97, Frankfurt Fairgrounds, Frankfurt, Germany. Call +49 211 901 9183; fax +49 211 901 9127.

FEBRUARY 19-20

AOU '97, Nippon Convention Center, Tokyo, Japan. Call +81 3 3253 5671; fax +81 3 3253 5688.

FEBRUARY 26-27

India Amusement Expo, Taj Palace Hotel, New Delhi, India. Contact William T. Glasgow Inc., (708)333-9292; fax (708)333-4086. ▲

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FLIPPER FOOTBALL™

THE GAME:

Flipper Football takes the most popular sport in the world, and delivers it in a 20"x46" coin-operated, electromechanical replica. It is the first of a revolutionary new genre of games based on Capcom's "Interplay Display™". For the first time ever in any game, we have achieved actual, synchronized interaction between ball play and the **Interplay Display**™: a 3-dimensional ball is shot at the goal (under the display, located on the playfield) and its progress is continued on the display in 2-dimensional animation.

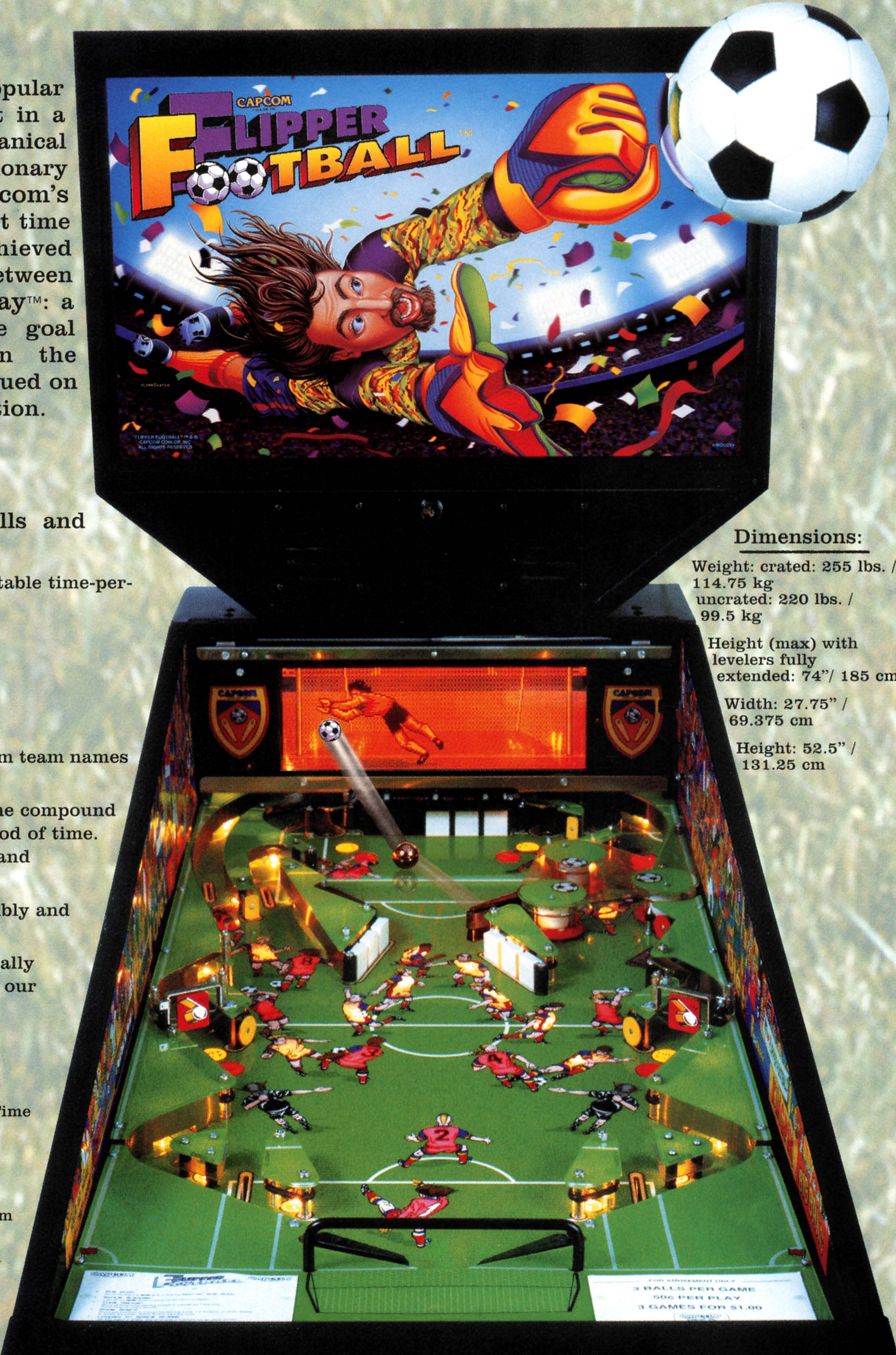
FEATURES:

Flipper Football has all the frills and thrills of a real soccer game:

- "Timed-play game" with an operator-adjustable time-per-coin feature
- Penalty kicks
- Free kicks
- Burn-the-goalie shots
- Yellow and red penalty cards
- Operator-adjustable option of having custom team names entered in the display.
- "Highest goal-getter" table that contains the compound scores of individual players over a set period of time. This feature is perfect for possible league and championship prize winning set-ups.
- Smaller, lighter backbox for easy disassembly and transportation.
- Menacing presence of a referee (unequivocally hated for his always controversial calls; in our game players can hit him, of course!)

TECHNICAL INNOVATIONS:

- Automatic Troubleshooting for Reduced Repair Time
- Short Circuit Protected Lamps and Solenoids
- The Best Dot Matrix Display in the Industry - High Resolution Display: 256 x 64 dots
- One Coil Type on Most Features
- Exclusive MB III™ Super High-Tech Sound System Featuring Multi-MPEG Sound Processing
- All-New Playfield Access System with Multi-Level Lift Bracketing for Simplified Servicing and Troubleshooting
- Lamp Warming for Prolonged Life



Dimensions:

Weight: crated: 255 lbs. / 114.75 kg
uncrated: 220 lbs. / 99.5 kg

Height (max) with levelers fully extended: 74"/ 185 cm

Width: 27.75" / 69.375 cm

Height: 52.5" / 131.25 cm

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COIN-OP, INC.

3311 North Kennicott Avenue, Arlington Heights, Illinois 60004, USA. For your nearest distributor: Phone: 847-797-6100 FAX: 847-797-6218
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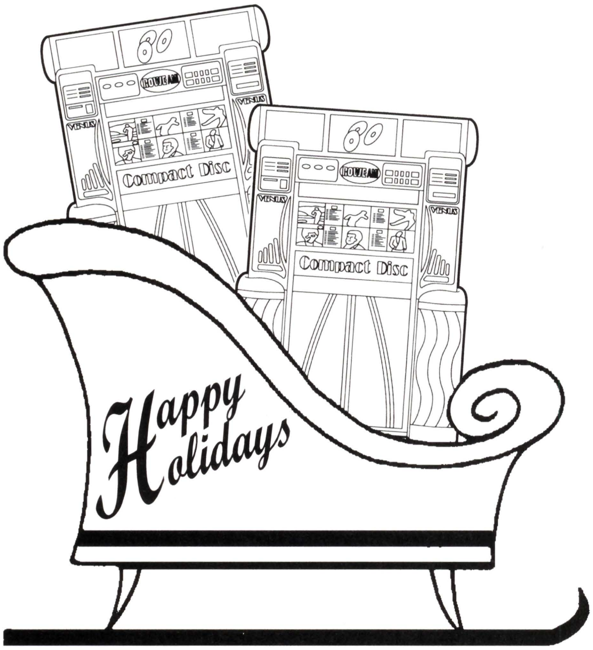
Celebrate the

BUY THE VENUS

YOUR CHOICE - REBATE



$700 REBATE

Minimum 2 Units
$350 Each

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Holidays

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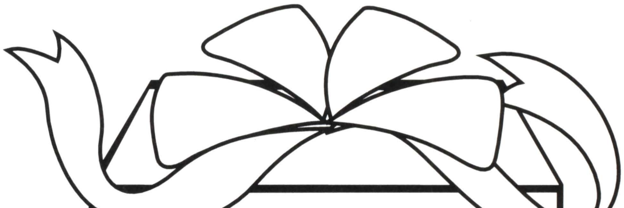
OR PARTS PACKAGE

$1750 (Aprox. Retail Value)

Special Installation & Service Package

Minimum 2 Units
1 package for each 2 units



SPECIAL VENUS/ CALIENTE INSTALLATION & SERVICE PARTS PACKAGE

1	CDM-12	#30995302
1	Mech. Board	#61086201
1	Power Supply Bd.	#61056501
1	CBA-2	#65093008
2	Driver Boards	#40710105
1	Amp. Acc. Kit	#26694703
1	Remote . Control	#30632201
100	Blank Title Strips	#30935904
2	Transistors (AMP)	#70030206
2	Transistors (AMP)	#70030207

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SCARED STIFF
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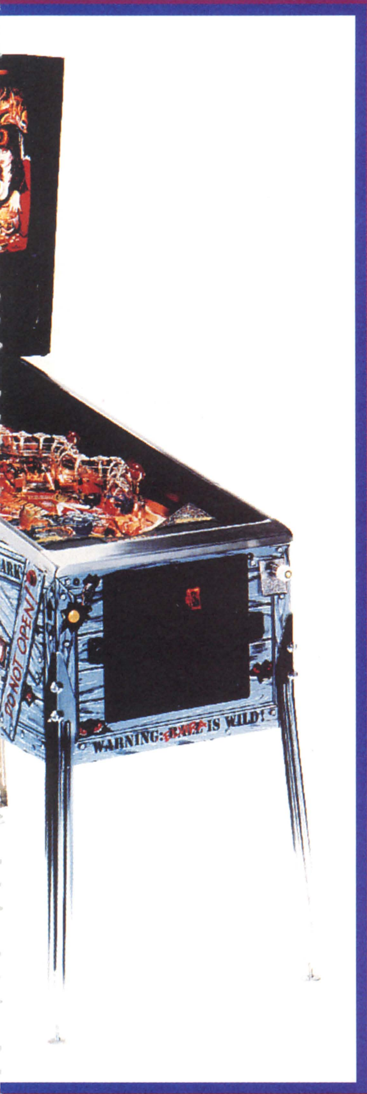
WARNING: IS WILD!
DO NOT OPEN!

MAXIMUM HANGTIME
TOUCH MASTER
NBA

HOT HOOPS
3 peak
ROYAL QUEST
SOLITAIRE
Wordz
PAIRS
elevens
MORE GAMES
TOUCH A GAME

Left page: Maximum NBA Hangtime is now available, just in time for the 1997 NBA season; Middle: Scared Stiff is the latest Bally pinball adventure. The Mistress of the Night herself, Elvira, has been travelling around the country promoting the game; Right page, top: Joe Dillon with the latest Williams, Bally, and Midway games; Right page, middle: Touchmaster is Midway's multigame touch screen product; Right page, bottom: Cruis'n World is Midway's latest video release.

lliams cusses a llenging year

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2
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4
CRUIS'N

Joe Dillon tells us that 1996 has been a challenging year for many coin-op manufacturers. Williams Electronics Games, manufacturers of Williams and Bally pinball games and Midway video games has continued as a leader in the coin-op industry, producing hit games even in a reduced market.

Dillon, vice president of sales for the company, has some interesting views on the current state of the coin-op industry and Williams' strategy going into 1997.

Q: **How would you describe the state of the coin-op industry at the end of 1996?**

A: It's difficult to make an overall assessment about coin-op. I split our business into three categories: pinball, video, and countertop games. I separate them because these three categories have each experienced unique challenges and changes during this past year.

As a company, we maintain different strategies for each category in order to create hit games that will help our company and the industry overall.

Q: **Let's start with pinball. What is your explanation of why 1996 saw such drastic reductions in the pinball? And do you think pinball is going to recover?**

A: The bottom line is that the market was saturated. As an industry, we produced a lot of games in a relatively short time. Many of the thousands of games that were produced in the early '90s are still out on location. There were a number of mediocre games released, and operators are forced to hold onto them longer to get a return on investment. The market, therefore, wouldn't take as many new games and it has forced reductions.

The most unfortunate result was the demise of Premier, a respected name in the pinball industry.

There is no doubt in my mind, however, that the pinball industry not only will recover, but is healthy today. Anyone who thinks the pinball industry will go away is clearly misinformed. There are too many dedicated players.

> ***"We are focused on creating games with long-term earning potential to maximize operators' return on investment."***

We have been forced to limit our releases to only the best games, but it has paid off. The success and demand for our recent games, *Attack from Mars, Arabian Nights*, and *Scared Stiff* demonstrates that even in a reduced market there is still demand for strong games.

Q: **What separates these titles from the mediocre games?**

A: We've set a course to appeal to a wider audience. As I mentioned, pinball will always have a core audience of fans, but we recognize the need to attract new players for pinball to experience more widespread popularity. Attracting the new players without alienating the veteran player is a challenge, but *Mars, Arabian Nights*, and *Scared Stiff* are right on target.

The key is fun. New players need to be able to experience the fun features of the games that make them entertaining. Our recent games remain challenging for advanced players, but still allow new players to experience the special features, whether it's a UFO or a 3-D mutant spider.

Q: **Are there any indications that pinball is gaining that wider audience?**

A: There are some positive signs. Player magazines like *GamePro* and *Electronic Games Monthly*, that never even mentioned pinball in the past, have started including major features on our new games. This is crucial to getting the attention of younger players that may never have given pinball a chance.

The hit NBC sitcom "Mad About You" is filming an episode titled "Pinball" which is all about one of the main characters getting addicted to *Attack from Mars. Scared Stiff* has gotten publicity on everything from "The Today Show" to Howard Stern thanks to the celebrity appeal and high profile of Elvira. The appeal of pinball is spreading, and it's starting to show in the collection reports we're seeing from around the country.

Q: **Let's switch to video. What kind of year was 1996 for coin-op video games?**

A: It was a transitional year. There was no single game that caught the industry's attention and got everyone talking. That's not necessarily bad because in this industry the next big game is always just around the corner. There have been some solid successful

	Average Cost/1976	Average Cost/1996	Increase %
Pool	$.25	$1.00	300%
Jukebox *(2-3 songs)*	.25	1.00	300%
Draft Beer	.50	2.00	300%
Pinball	.25	.50	100%

games in the driving, sports, and fighting categories. It's a similar situation to pinball, however, that the market will not accept even average games. Only the strong games survive.

We are focused on creating games with long-term earning potential to maximize operators' return on investment. *Cruis'n USA*, for example, has been maintaining high collections over a period of years. *Cruis'n World* adds so much to the original without significantly increasing the price, so we have a hit game for players that will provide an incredible ROI for operators.

NBA Hangtime has maintained high collections all through the summer and fall, and with the new NBA season just underway and the $99 *Maximum Hangtime kit*, operators have another winner that will provide an excellent return on investment.

Q: I understand that the trivia contest that was built into *Hangtime* was very popular with players. Are similar promotions in the works for future games?

A: The trivia contest was extremely successful. We received hundreds of entries from players around the world who had accumulated the necessary 100 trivia points in the game to qualify for the drawing. We look at this promotion as particularly successful for two major reasons: First, it required no direct involvement by distributors or operators as it was built right into the game software. Second, because we know that in order to answer the required number of trivia questions to become eligible for the drawing, players spent on average $200 we can show a direct increase in the collections of the game during the promotion.

> ***"I think we are long overdue for an industry-wide increase on the price per play of video and pinball games in the United States."***

We saw similar success in a promotion built right into the software with the code system in *MK3*. We are working on similar promotions for future games, as there is definite proof that these promotions increase collections.

Q: Microsoft has received a lot of attention since entering the coin-op market. What is your opinion of Microsoft's approach to coin-op video?

A: I think it's too early to form a complete opinion. The announcement so far simply leads to more questions. I examined some of the materials Microsoft distributed at the AMOA show, and I was amazed at some of the claims they are trying to make. For example, they prepared charts showing average collections for some of our games as well as games from other coin-op manufacturers. The collections they presented were extremely low.

I'm not sure where the company is getting its information, but if the return on investment on recent games has been as low as they are claiming, many operators would already be out of business.

It is my opinion that the overall Microsoft concept of "innovation through standardization" is flawed.

Competition between the top five producers is what has raised the quality of product to the level it is at today. We're all developing our own development systems, hardware and software, to produce the most advanced games. This competition is what's taken us from *Pong* to the advanced 3-D, reality-based games in the market today.

The Microsoft standardization the way it has been described will reduce competition and promote mediocrity. We may get more games, but the games will be limited to the power of the system. Systems, from the processor to the player control panel, need regular innovation in order to attract players.

Let's not forget that we are faced with the constant challenge of providing an experience that the players cannot get in a home game. Innovative design and diverse presentation is the only way to consistently attract players. As we are able to introduce innovative products we will also be able to increase the price per play, which will be a major step forward for the industry.

Q: **Does that mean you support an overall increase in price per play?**

A: I think we are long overdue for an industry-wide increase on the price per play of video and pinball games in the United States. In Europe the price per play has increased at a rate equal to other entertainment options. In the United States the price of pinball and video games has seen only minimal increases over the past 20 years, while the price of competitive forms of entertainment have increased significantly.

The chart on the previous page demonstrates that pinball is significantly behind competitive forms of entertainment in price per play compared to 20 years ago.

The problem that we face in the United States is that there are no high value coins in wide circulation. Psychologically using coins feels like less of an investment than paper money. It is unrealistic to expect that players will start feeding paper money into games.

We are not the only industry to face this problem, however.

The phone companies went from five cents to 10 cents to 25 cents to calling cards. Pool tables got past the problem with a push chute. We can get past it with electronic mechanisms that take any combination of coins. The advanced pinball and video games that are being produced today warrant a higher price per play. We just need to take the steps as an industry that will allow it.

Q: **Some of the new simulators have already made the jump to a higher price per play. What is your opinion of the market for the high-priced simulators?**

> ***"I think 1997 will be a year that sees some innovative new games that will help rejuvenate the industry overall."***

A: I think these games are good for the industry. They attract more players to coin-op locations. Some of the prices are getting crazy, however. It goes back to the ROI. We need to make games as advanced as possible, while still trying to keep prices low enough for operators to get a decent return on their investment.

We've kept the price on *Cruis'n World* down, but still provide the option to link four games together with 33-inch monitors, which is a major attraction to have on location.

Q: **Williams entered a new market this year with the introduction of *Touchmaster*. How is that product doing?**

A: *Touchmaster* has been a big success for us this year. There are almost half a million bars in the United States, so the market for countertop touch screen games is significant. With *Touchmaster*, we have a game that was designed from the ground up with the operator in mind. From the cabinet and hardware design to the software audits and the warranty, *Touchmaster* is a game designed to minimize service and maximize profits.

Based on the demand for the product since we started shipping in August, I think we've answered a lot of operator needs.

We've also recently started shipping the first major software upgrade for *Touchmaster*, which includes three new games: 3 Peak Perfection, Pyramid 13, and Five Star Generals. We recognize that regular software upgrades will be critical to maintaining earnings.

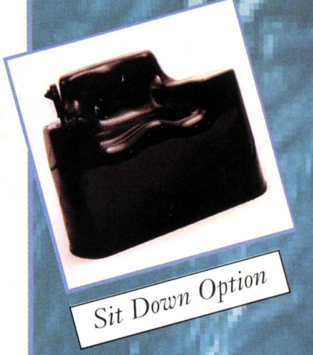
Q: **We saw *Touchmaster* in the NANI booth at AMOA. Can you tell us about this option?**

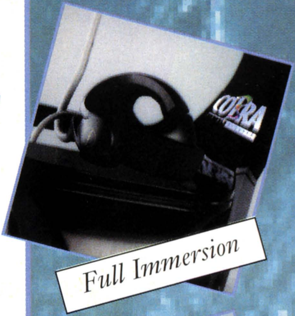
A: The future is now for networking games. The NANI network takes *Touchmaster* to a whole new level with the option of multilocation tournaments. We expect to have the NANI-option for *Touchmaster* available to operators by the end of December.

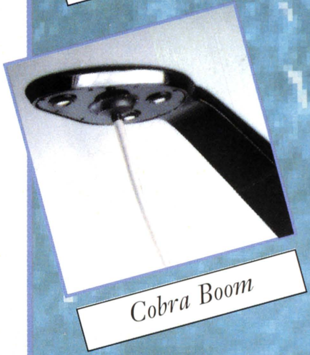
Q: **What's your outlook for the industry going into 1997?**

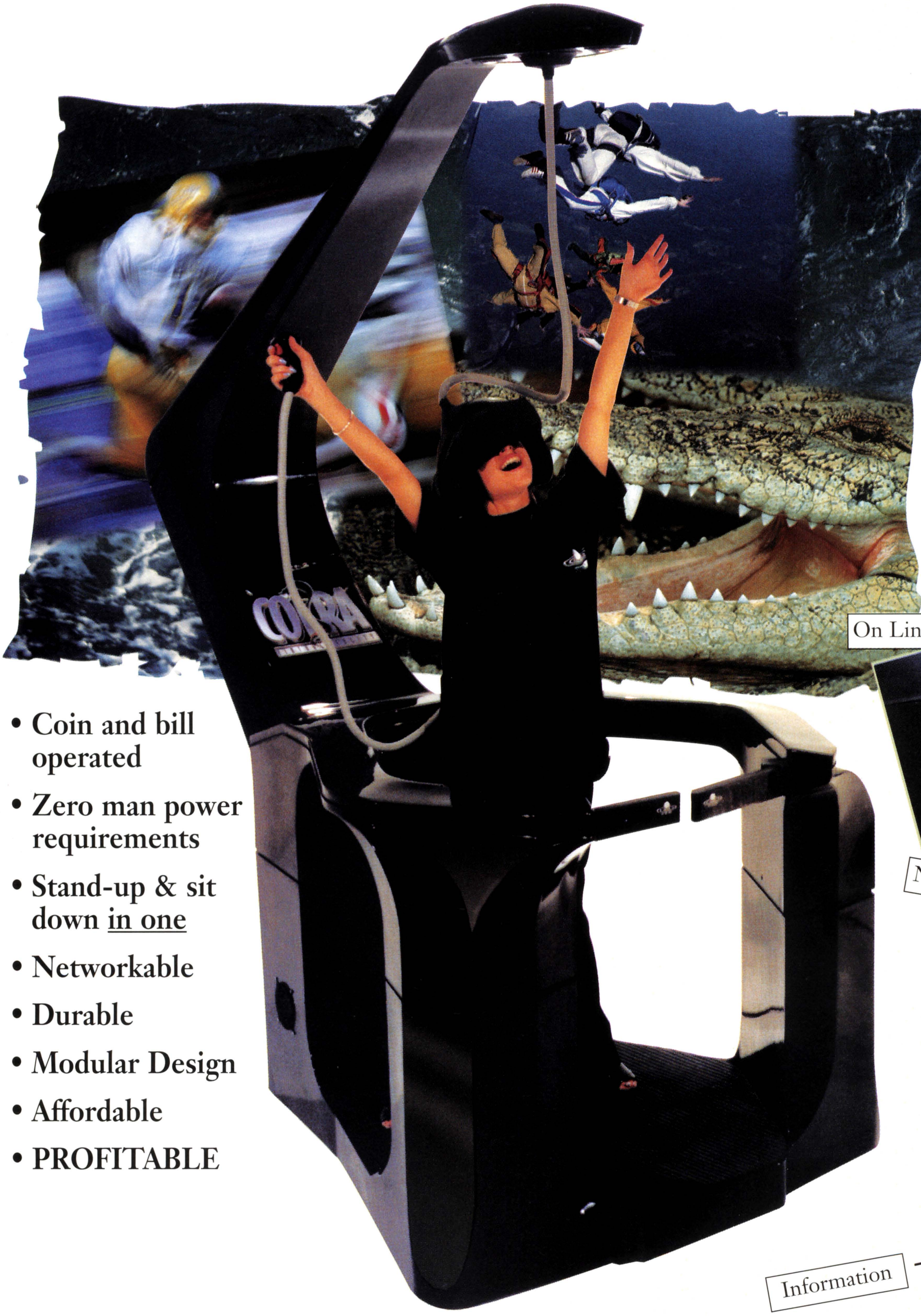
A: We are in challenging times and coin-op games have to fight other entertainment options harder than ever for revenue. There are some very talented game designers, distributors, and operators in this industry, however, and I think 1997 will be a year that sees some innovative new games that will help rejuvenate the industry overall. ▲

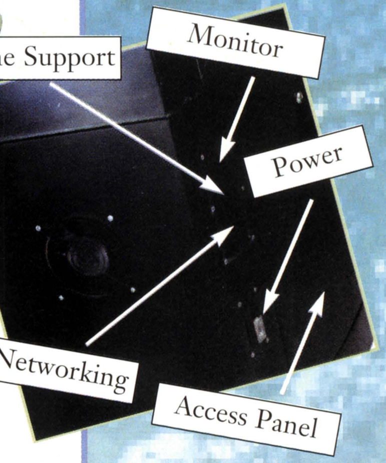
BREAKING THE BARRIER...$$$


Sit Down Option


Full Immersion



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BILLIARDS AND SPORTS GAMES INNOVATIONS

FROM LEFT
FIELD

Three cheers for a trio OF WRITERS

In this month's issue we look back at the events of the year in hopes they will help illuminate the future for ourselves and fellow members of the industry.

But a year like 1996 leaves as many, if not more, questions in its wake as answers, and continuous technological advances make that situation a likely status quo for the next several years.

In fact, I ran into an old college professor of mine recently, and he compared our situation in the electronic age to that of Renaissance Europeans at the time the printing press was invented; our lives will change radically in the coming years, and we will be the last to know about it.

That being the case, we will have plenty of time in 1997 to prognosticate in great detail about the future. However, this past year saw several notable events take place here at Play Meter that weren't noted in our "Year in Review" section.

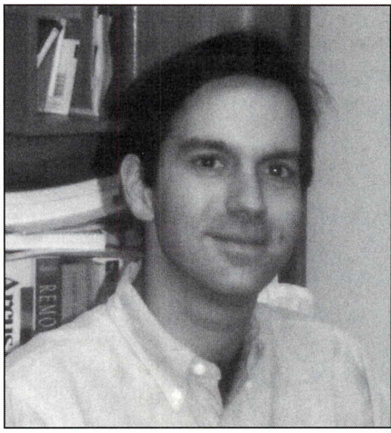
First and foremost for our readers was an exclusive agreement to publish technical wizard Randy Fromm's "Technical Topics" column. Long a favorite of Play Meter readers, Randy's expertise in the service and repair fields provides operators and their technicians with that one-of-a-kind knowledge tailored to fit their needs.

We were also lucky enough to pick up a new regular for our "Redemption Report" column, 25-year industry veteran Steve McCaul, who formerly worked as a redemption specialist at Mondial Distributing and now has his own company, Global Coin Equipment Exchange. Steve brings to our pages real hands-on, nuts-and-bolts experience in the redemption market that can provide assistance to novices and veterans alike.

A third addition to our staff of columnists, "Legal Eagle" Tom Fricke, also joined Play Meter last spring with little fanfare. However, Tom's experience in legal matters parallels that of our other two industry scribes, having worked as general counsel for Sega's Time Out arcade chain and the recently sold Edison Brothers entertainment division as well as representing scores of clients from our industry.

Having met Tom at the 1995 AMOA/AAMA Washington Conference, I realized from the get go that his knowledge of the law as it pertained to our business was vast and his intentions beneficial to our industry as a whole. Tom is undoubtedly the best source of legal knowledge on the coin-op industry in this country, and his pet project or crusade is to reform state laws across the nation so there is no longer any confusion between amusement redemption and criminal gambling.

That's no easy task, but Tom's determination and keen intellect make him the perfect man for the job. In researching articles, he will travel to the ends of the earth (thank goodness for computers) to find every legal precedent that might have an impact on the real lives of operators, distributors, and manufacturers. And he's the first to admit, having tackled his monthly column with zeal, that there's a lot more out there to be learned than he first thought. Interestingly enough, these qualities, along with a superlative command of the language, make for good journalism as well as good lawyering.



STEVE WHITE

So in deference to some of the people that help make our jobs easier and your reading experience more enjoyable, I wanted to extend warm season greetings to Randy, Steve, and Tom. Stay tuned for more to come from these Three Musketeers of coin-op in 1997.

As for the rest of you, pondering the possibilities for the future and looking to Play Meter from some insight, I leave you with the words of legendary physicist J. Robert Oppenheimer: "The open society, the unrestricted access to knowledge, the unplanned and uninhibited association of men for its furtherance–these are what make a vast, complex, ever growing, ever changing, even more specialized and expert technological world, nevertheless a world of human community."

Let's hope so. ▲

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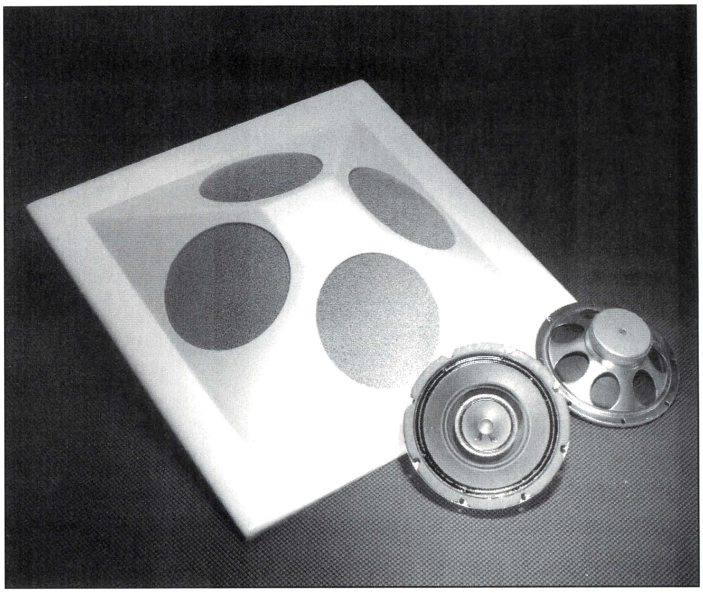

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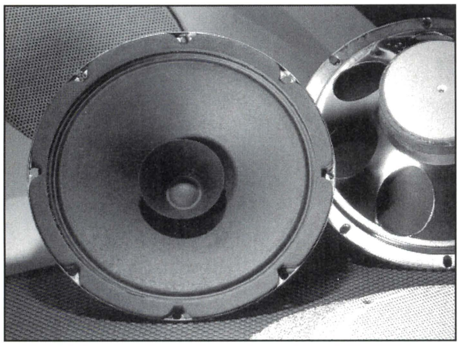

LA-200 SERIES

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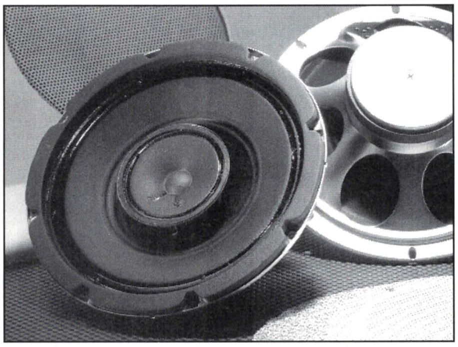

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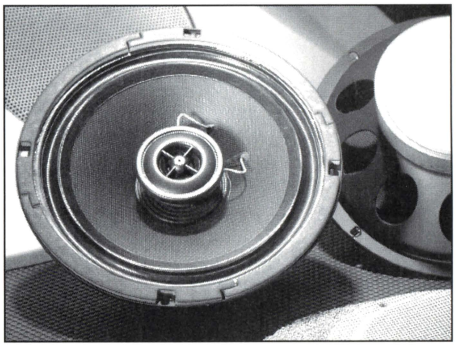

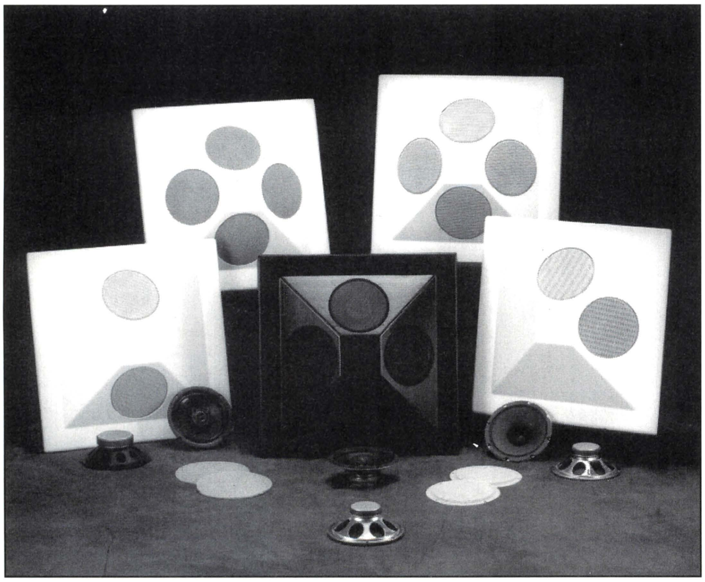

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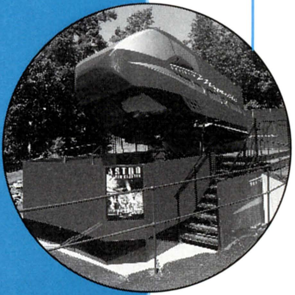
YEAR *in* REVIEW

Turn back the clock

Time passes quickly whether you're having fun or not. Vibes around the industry tell us the fun quotient isn't what it used to be and neither is the coin drop. Still, the year has been memorable and major changes are afoot. Join us for a stroll through 1996, a year characterized by acquisitions, (trade show) saturation, and speculation about the future.

JANUARY
Laser Storm obtained licensing rights to the sci-fi movie "Stargate."

FEBRUARY
Incredible Technologies launched its networked tournament system.



MARCH
Simulator experiences (here by Thomson) were the subject of "FEC Focus."

APRIL
Valley's Chuck Milhem and Tornado's Ed McCloud agree on the merger.

MAY
Jim Wittler and Lou Larson of Betson Pittsburgh play the blues.

JUNE
Family Fun was the focus in June.

JULY
Ron Carrara and Bob Fay reported on AAMA's trade mission to India.

AUGUST
At the ICMOA show, (l-r): Bill Ward, Adonna Jerman, and Ray Shroyer.

SEPTEMBER
Jerry Derrick, here with Marian Griffin, became the new AMOA president.

OCTOBER
Soft modular play systems were highlighted as money-making FEC additions.

NOVEMBER
Play Meter's Randy Fromm was surrounded by characters at Fun Expo '96.

DECEMBER
James Plamondon presented the Windows solution to coin-op's woes.

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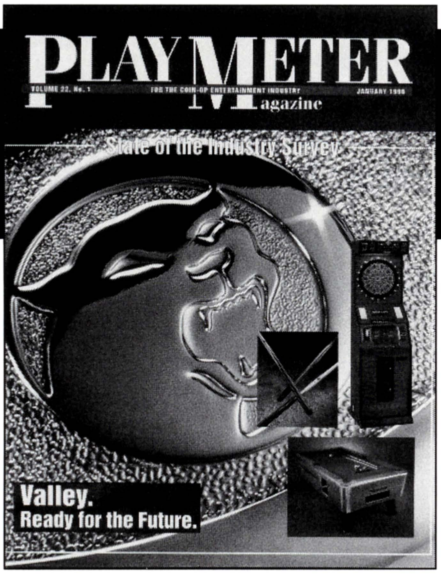


JANUARY

State of the Industry

Time to check the pulse of the industry and review its vital statistics such as average weekly gross collections by type of equipment, total number of machines on location, commission splits, location agreements, annual license fees, and price per play. Besides charts and graphs, the study included scores of candid remarks from operators all over the country. Sample comment on videos: “Too costly; very little profit; obsolete before they are paid for.” On pinball: “The market is soft. New ones do not earn much more than good used ones.”

Cover Story

Valley Recreation Products began its 51st year of operation. The company has been in the business long enough to develop long-term growth strategies and has been able to evaluate its success over time. What keeps it going? Staples like pool and electronic darts, buoyed by promotion and leagues, and constant improvements to Valley's core product line.

What's New

- Astro Dist.'s *Gumball Tanker* (kiddie ride/bulk vendor)
- Benchmark's *Spin for Tickets* (coin drop)
- Benchmark's *Super Roll for Gold* (coin drop)
- Benchmark's *Camelot* (coin drop)
- Smart's *Prize Center* (specialty)
- Smart's *Redemption Center* (specialty)
- Smart's *Ticket Center* (specialty)
- Grayhound's *Dunk the Clown* (novelty)
- ICE's *Hitting Streak* (novelty)
- Irata's *Video Foto* (photo booth)
- Mayoni's *Big Top Mini Pinball* (non-ticket novelty)
- Premier Mfg.'s *Sharp Tooth and Switch Back* (bulk vending)

TOP GAMES

Video Dedicated: *Alpine Racer* (Namco)
Video Kit: *MK3 Ultimate* (Midway)
Pinball: *Theatre of Magic* (Bally)
Alley Bowler: *ICE Ball* (ICE)
Sports Game: *Hoop It Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Rainbow* (Rainbow)
Children's Game: *Shoot to Win! Jr.* (Smart)
Roll Down: *Jungle Rama* (Lazer-Tron)
Coin Drop: *Smokin' Token* (Seidel)
Novelty: *Cyclone* (ICE)

In the news

⊸ Louisiana video poker operators mounted a public relations campaign of infomercials to gain public support; Harrah's closed its temporary land-based casino in New Orleans and halted construction on the permanent facility.

⊸ New England authorities arrested suspects in connection with a rash of video game PCB thefts apparently targeted at Mortal Kombat 3 games.

⊸ President Clinton expressed support for a Congressional proposal to create a committee to study the impact of gaming.

⊸ Asahi Seiko opened its new 24,600-square-foot office in Las Vegas.

⊸ Indian gaming revenues were spared from a proposed tax during the budget battles between Congress and the Clinton administration.

⊸ Laser Storm obtained licensing rights to the science fiction movie “Stargate” to utilize its theme and designs in the company's laser tag games.

⊸ IAAPA and the American Coaster Enthusiasts dubbed 1996 the International Year of the Roller Coaster.

⊸ Q-Zar launched Q-Tag, laser tag on a scale for pre-teens.

“ What We Said ”

““Video gaming, legal or otherwise, dominates earnings figures. Is it any wonder that many are willing to take a risk in operating the equipment when average weekly grosses climb to four times what the average video game takes in?”
—Valerie Cognevich

“The editorial department fields at least a dozen calls a week on a wide range of topics. We answer all inquiries as best we can. In the meantime we manage to complete our real job, which is to deliver a first-rate industry magazine.”
—Bonnie Theard

PLAY METER Magazine
VOLUME 22, No. 3
FOR THE COIN-OP ENTERTAINMENT INDUSTRY
FEBRUARY 1996
Business Management
Rock-Ola® debuts the "Convertible Rocket"

FEBRUARY

Business Management

Valuable data to enhance your operation, save on taxes, and make the cyberspace more understandable were the goals set forth in this traditional nuts and bolts special issue. Included: a review of software programs designed to deliver distilled information about game revenue, stock, and customers; an extra large helping of "Tax Tips;" and a "Management" feature that introduced novices to the biggest library in the world, the Internet.

Cover Story

The Rock-Ola legend lives on thanks to the vision of Glenn Streeter, antique radio dealer and vintage jukebox restorer whose California company, Antique Apparatus, became one with Chicago's Rock-Ola Mfg. in 1992. In four short years Streeter has put Rock-Ola back on the jukebox map with new models that combine favorite characteristics of yesterday with the technology of today. His motto: "We simply won't settle for anything less than the best!"

What's New

- Ascension Productions' *Laser Runner Battle Station* (laser tag)
- Glenmore Village's *Bumper Buggy Spin-N-Bump* (bumper car)
- Konami's *Midnight Run* (video)
- Lazer-Tron Corp.'s *Miner's Revenge* (video)
- Lazer-Tron Corp.'s *Pitch-It* (novelty)
- LaserTron's *Bumper Tron* (laser tag/bumper car)
- Namco's *Time Crisis* (video)
- Namco's *Dirt Dash* (video)
- Namco's *Soul Edge* (video)
- J. Nelson Technology's *Mind Bender* (countertop)
- Sports Simulation's *Designated Hitter* (sports game)
- Seidel's *Goin' Rollin* (coin drop)
- The Bankshot Organization's *Bankshot Basketball* (sports game)
- Virtualstix's *Terminator: Future Shock* (virtual reality)

TOP GAMES

Video Dedicated: *Daytona USA* (Sega)
Video Kit: *Tekken 2* (Namco)
Pinball: *Theatre of Magic* (Bally)
Alley Bowler: *Striker* (Design Plus)
Sports Game: *Hoop It Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Snack Attacker/Challenger* (AGE)
Children's Game: *1/2 Pint Frenzy* (ICE)
Roll Down: *Spin to Win* (Lazer-Tron)
Coin Drop: *Super Wheel 'M In* (Bromley)
Novelty: *Dinoworld* (Planet Earth)

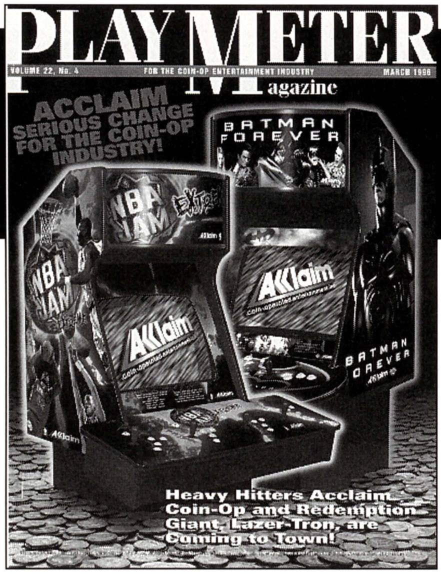
In the news

- All appeared quiet on the video poker front in South Carolina following a state Supreme Court ruling upholding the governor's veto of several reforms supported by the South Carolina Coin Operators Association.
- Jukebox license fees rose slightly for the year.
- AAMA launched a radio advertising campaign as part of a program to promote the coin-op industry.
- The industry mourned the loss of Gene Seiben of M.H. Associates in Fargo, N.D., who died Dec. 29, 1995, of a ruptured aorta.
- Edison Brothers Stores of St. Louis entered into a definitive purchase agreement with Namco Cybertainment to sell the assets and selected stores of Edison Brothers Mall Entertainment and Horizon Entertainment.
- AMOA agreed that the Substance Abuse and Mental Health Service Administration's pending cigarette regulations were a more reasonable approach to the issue of cigarette sales through vending machines.

"What We Said"

"In just about any business there are those willing to bend the rules, make them up, or break them when gambling (and the reputed large quantity of cash) is around."—Valerie Cognevich

"To conduct business in today's world we all have to adapt and open our minds to new and improved ways of getting the job done."—Bonnie Theard


PLAY METER Magazine
VOLUME 22, No. 4
FOR THE COIN-OP ENTERTAINMENT INDUSTRY
MARCH 1996
ACCLAIM SERIOUS CHANGE FOR THE COIN-OP INDUSTRY!
BATMAN FOREVER
NBA JAM
Akklaim
Heavy Hitters Acclaim Coin-Op and Redemption Giant, Lazer-Tron, are Coming to Town!

MARCH

ACME '96

Move over, Mickey Mouse, the American Coin Machine Expo has come to Orlando. In addition to a preview of the only national spring coin-op showcase, the spotlight was on motion simulation technology, that integration of hardware and software aimed at producing an experience worth leaving the comforts of home.

Cover Story

The newly formed Acclaim Coin-Op Entertainment Inc. was poised to present its first coin-op video titles. Vice president of marketing Sam Goldberg said: "The interactive entertainment industry is still in its infancy. Regardless of how the chips may fall, one thing is certain—Acclaim is strategically positioned to develop and distribute virtually all forms of interactive entertainment, including the most technologically advanced coin-op games in the world."

What's New

- American Sammy's *Zombie Raid* kit (video)
- Bally's *Attack From Mars* (pinball)
- Bally's *Who Dunnit* (pinball)
- Bob's Space Racers' *Total Eclipse* (novelty)
- Carousel Intl.'s *Speedster* (kiddie ride)
- Erwo's *Super 9* (novelty)
- Midway's *Killer Instinct 2* (video)
- Mitchells of England's *Safari Open Top Jeep* (kiddie ride)
- Namco's *Point Blank* (video)
- Phoenix Games' *Lucky Stars* (novelty)
- Phoenix Games' *Round 'N Round* (novelty)
- Phoenix Games' *Shot Clock 2* (novelty)
- Sega's *Cut the Cheese* (coin drop)
- Virtuality's *Ghost Train* (virtual reality)
- Williams' *Congo* (pinball)
- XCP's *Prepaid Phone Card Dispensers* (specialty)

TOP GAMES

Video Dedicated: ***Alpine Racer*** **(Namco)**
Video Kit: ***Tekken 2*** **(Namco)**
Pinball: ***Theatre of Magic*** **(Bally)**
Alley Bowler: ***Striker*** **(Design Plus)**
Sports Game: ***Full Court Fever*** **(ICE)**
Coin Pusher: ***Jungle Jive*** **(Coastal)**
Crane: ***Classic Watch Crane*** **(Smart)**
Children's Game: ***Shoot To Win! Jr.*** **(Smart)**
Roll Down: ***Spin To Win*** **(Lazer-Tron)**
Coin Drop: ***Home Run Hitter*** **(CCI)**
Novelty: ***Cyclone*** **(ICE)**

In the news

- ICE purchased the assets of Doyle & Associates, adding that line of games to its stable of sports and redemption titles.
- Rowe Intl. senior vending sales executive Jerry Gordon retired after 40 years in the industry.
- The aftermath of two scandals upset the legalized gaming apple cart in Louisiana, with video poker being portrayed in a dim light. The result was a reform movement in the Legislature and talk of a statewide vote in the fall.
- AMOA's Tobacco Vending Committee continued to assess proposed FDA and SAMHSA regulations regarding cigarette sales, reiterating the fact that vending machine owners have long supported age restrictions.
- Enchanted Castle, the entertainment complex in Lombard, Ill., was purchased from Discovery Zone by former owner Harold Skripsky.
- Anniversaries: Laniel Automatic Machines in Canada celebrated 60 years in business; Happ Controls in Illinois reached the 10-year mark.
- Birmingham Vending opened another branch office in Florida. Now there are two: Orlando and Dania.

"What We Said"

"The industry is fairly tight-knit and it takes more than an idea to be welcomed in. Companies develop reputations, their sales people know all the customers, and the distributor network is sealed tighter than a Tupperware bowl."—Valerie Cognevich

"I learned there was a knack to show coverage: a plan of attack in advance, and the stamina to put in an 18-hour day. The trade press is literally on its feet from dawn until midnight and sometimes beyond."—Bonnie Theard

"In an industry populated by hundreds if not thousands of talented and creative people, hand-wringing and doomsaying is no answer. Perspiration notwitstanding, the coin-op industry cries out for a dose of inspiration."—Steve White

APRIL

PLAY METER
Magazine
VOLUME 22, No. 5
FOR THE COIN-OP ENTERTAINMENT INDUSTRY
APRIL 1996
Everyone is falling in love with Rowe/AMi's new LaserStar Venus.
ACME Wrap-Up

ACME Wrap-Up

In a surprise move, AAMA changed the name of the American Coin Machine Expo back to Amusement Showcase International. ACME, which was a combination of the Amusement Operators Expo (started by Play Meter founder Ralph Lally) and the former ASI, was marked by lighter attendance than in the recent past. AAMA's charitable foundation honored Jon P. Brady of Brady Dist. as its "Man of the Year," and Play Meter presented the "Operator of the Year" award to Gene Sieben of M.H. Associates (posthumously).

Cover

While known for an 85-year tradition of providing memorable music machines, Rowe/AMi's product line doesn't end there. Vending units and money changers are a vital part of business for the company that understands what's going on in the field. Executive vice president Joel Friedman commented: "We see what operators and distributors are facing every day and what they are up against. We are no different; we're all in this business together facing the same challenges."

What's New

- Capcom's *Airborne* (pinball)
- Carousel Intl.'s *Susie and Allie's Kidphone* (vending)
- Fun House Games' *Wheel of Fortune* (coin drop)
- Photo Vend's *FP4* (photo booth)
- Premier's *Mario Andretti* (pinball)
- Robotic Entertainment Systems' *RoboGolf* (novelty)
- Robotic Entertainment Systems' *One-On-One Hockey* (novelty)
- Sega Pinball's *Goldeneye* (pinball)
- Skee-Ball's *Hightops Prize* (children's game)
- Skee-Ball's *UB-QB II* (sports game)
- Smart's *Goal Shot* (novelty)
- Software Control Systems' *Mediaplex 2000* (jukebox)
- Valley's *Cougar IQ Series* (darts)
- West Coast Mfg.'s *Lightning Bolt* (bulk vending)

TOP GAMES

Video Dedicated: ***Alpine Racer*** **(Namco)**
Video Kit: ***Soul Edge*** **(Namco)**
Pinball: ***The Addams Family*** **(Bally)**
Alley Bowler: ***Skee-Ball Lightning*** **(Skee-Ball)**
Sports Game: ***Hoop It Up*** **(Atari)**
Coin Pusher: ***Jungle Jive*** **(coastal)**
Crane: ***Skill Crane*** **(Grayhound)**
Children's Game: ***1/2 Pint Frenzy*** **(ICE)**
Roll Down: ***Spin To Win*** **(Lazer-Tron)**
Coin Drop: ***Home Run Hitter*** **(CCI)**
Novelty: ***Colorama*** **(Bromley)**

In the news

- Major mergers: WMS Industries entered into an agreement to acquire Atari Games Corp. and Valley Recreation Products acquired Tornado Table Sports.
- The annual AMOA Council of Affiliated States Meeting brought together industry officials to discuss pressing issues: tobacco product legislation, NANI, government relations, crime, membership, and AMOA Expo '96.
- AAMA president Rick Kirby issued an open letter to the industry clarifying the parallel board issue as it related to boards purchased before the expiration of federal legislation last year.
- Green Coin of Pennsylvania purchased certain assets of Mondial Dist.'s Pittsburgh branch and took over the office operations.
- AMOA's Jukebox Committee met for a long-term planning and brainstorming session to determine the future direction of the committee and to prioritize goals.
- Konami and Matsushita announced plans to jointly develop a new 64-bit motherboard for video games due for release late this year.

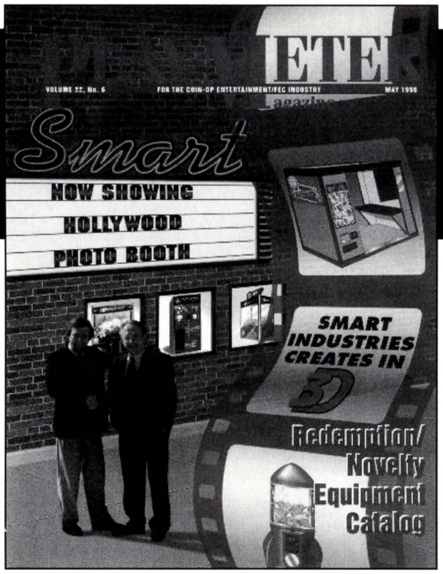
"What We Said"

"The coin machine industry is an irresistible target for government agencies when they are searching for ways to raise money. Coin machine operators are honest, hard-working (really hard-working) independent business people creating jobs in their communities, paying taxes, and adding much needed fun to that community."—Valerie Cognevich

"Sometimes manufacturers are not sure what games they are going to bring to a show. And it is not uncommon to see last-minute patchwork during set-up hours when disaster strikes and a machine malfunctions."—Bonnie Theard

"Washington watchers say the president will lower the final boom, banning cigarette vending sales and restricting tobacco advertising, as soon as it looks politically advantageous. Video violence is sure to be next on the plate."—Steve White

MAY


PLAY METER
VOLUME 22, No. 6
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
MAY 1996
Smart
NOW SHOWING
HOLLYWOOD
PHOTO BOOTH
SMART INDUSTRIES CREATES IN 3D
Redemption/ Novelty Equipment Catalog

Redemption/Novelty Equipment Catalog

Growth, of an uprecedented nature, has characterized the redemption market over the last three years with young companies continuing to sprout up with fresh ideas and longtime firms dedicated to this category of games constantly adding new titles to their list of venerable crowd pleasers. The catalog provided readers with a handy alphabetical guide to these companies and their products, as well as a listing of prize merchandise suppliers.

Cover Story

The Smart Industries innovative team has gained a reputation for outstanding leadership in the coin-op business and is adhering to its goal: "To offer high quality, affordable games that create long-term earnings, and to create new and different games that have a proven style of game play and are operator-friendly. Our goal in a nutshell is to meet all of our customers' demands."

What's New

- Benchmark's *Caribbean Hook* (novelty)
- Capcom's *Breakshot* (pinball)
- Capcom's *Dungeons & Dragons: Shadow Over Mystara* (video)
- Capcom's *Street Fighter Alpha 2* (video)
- Ferris Productions' *Experience System* (virtual reality)
- G. Willikers' *Pachinko* (novelty)
- ICE's *Cyclone Jr.* (novelty)
- ICE's *Mouse Attack* (video redemption)
- Just Kiddie Rides' *Bi-Plane* (kiddie ride)
- Just Kiddie Rides' *Cheesemobile* (kiddie ride)
- Just Kiddie Rides' *Fire Engine* (kiddie ride)
- Just Kiddie Rides' *NASCAR Wacky Racers* (kiddie ride)
- Just Kiddie Ride's *WCW NASCAR* (kiddie ride)
- Just Kiddie Ride's *Wacky Racers* 18-wheeler (kiddie ride)
- Mission Crane's *Premier* (skill crane)

TOP GAMES

Video Dedicated: *Cruis'n USA* (Midway)
Video Kit: *Tekken 2* (Namco)
Pinball: *Attack From Mars* (Bally)
Alley Bowler: *Bug Bash* (Bay Tek)
Sports Game: *Hoop It Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Watch/Gift Box* (Fun Merchants)
Children's Game: *1/2 Pint Frenzy* (ICE)
Roll Down: *Rollin' For Riches* (Lazer-Tron)
Coin Drop: *Chicken Dash* (Konami)
Novelty: *Cyclone* (ICE)

In the news

➾ The purchase of Atari Games by WMS Industries of Chicago was finalized. A purchase price was set between $9.8 million and 23.8 million, based on the gross profit of Atari over the next four years. WMS said the acquisition would help increase its market share in the coin-op and home video game businesses.

➾ The Wisconsin Assembly voted 66-33 against proposed legislation that would have legalized video poker in taverns. Tavern owners and operators had sought the legislation in an attempt to level a playing field dominated by tribal casinos.

➾ Capcom Coin-Op anounced the departure of company president Michael Stroll. Fifteen-year industry veteran Ryuichi Hirata took over the reigns, assuring distributors that the company would continue to aggressively pursue its business plans and strategies.

➾ Amusement Consultants Ltd. of New Rochelle, N.Y., opened the 100-game Skybound Arcade in conjunction with the newly established Stratosphere attraction and resort in Las Vegas.

➾ Louisiana operator Guy Goudeau was killed in a tragic car accident that also took the life of his four-year-old son Gavin.

➾ A report on the deregulation of gaming machines published by a House of Commons' committee cleared the way for the authorization of an all-cash machine in Britain by mid-summer.

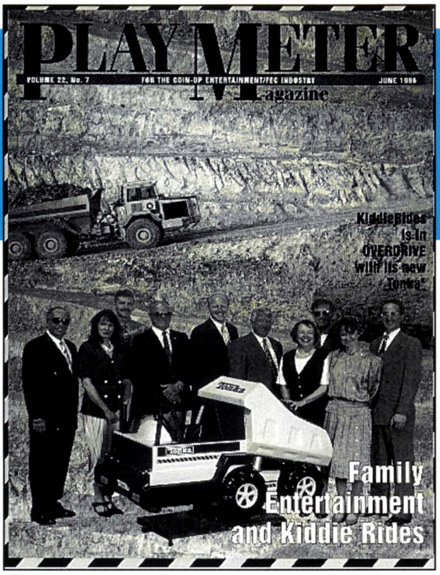
" What We Said "

"Things always look different when you're on the other side of the fence. During a seminar at the Fun Expo last year, a woman who was planning an FEC stated that she was going to buy her own games instead of using an operator. 'Why should I share my money with someone who just comes in to collect the cash box? I'm going to keep it all,' she exclaimed." —Valerie Cognevich

"Ideas can come from employees, our children, the players, and ourselves. Listen carefully. Know your customers. Be open to new possibilities." —Bonnie Theard

"Before the coin machine industry was anything more than a stereotype to me and before I had friends who were small businessmen and contributed to their community through the operation of video poker machines...I was struck by the difference that a few dollars could make in the lives of different people." —Steve White

JUNE


PLAY METER Magazine
VOLUME 22, No. 7
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
JUNE 1996
KiddieRides is in OVERDRIVE with its new Tonka!
Family Entertainment and Kiddie Rides

Family Entertainment and Kiddie Rides

A must read special section on this dynamic market within the entertainment industry that let readers visit with consultants Frank Seninsky and Michael Getlan, as well as Fun Challenge and Jeepers!. Other features looked at FECs, go-kart tracks, laser tag systems, and association viewpoints from the IAFEC and AMOA. An accompanying section also examined the rapidly growing kiddie ride market from the perspective of the National Kiddie Ride Association, as well as the companies that manufacture rides.

Cover Story

Hydraulics and fiberglass special effects caught their attention and wouldn't let go. The company brought some of the rides over here and tested the waters in pizza restaurants. When the locations and their customers went bonkers over the new rides, the die was cast for Audiotronics. The company began importing kiddie rides from Europe, changed its name to Kiddie Rides U.S.A., and the rest is history.

What's New

- Acclaim/Lazer-Tron's *Solar Spin* (novelty)
- Acclaim/Lazer-Tron's *Speed Bag* (sports game)
- AGE's *Snack Attacker* (crane)
- AGE's *Challenger* (crane)
- AGE's *Calling Card Depot* (vending)
- Fun Industries' *Party Machine* (specialty)
- Fun Industries' *Pop Fly* (novelty)
- ICE's *Home Run Derby* (video)
- James Industries' *J.J. Soccer* (foosball)
- Midway's *NBA Hangtime* (video)
- Namco's *Prop Cycle* (video)
- Premier's *Barb Wire* (pinball)
- Rowe Intl.'s *LaserStar Venus* (jukebox)
- Virtual Orbit Amusements' *V-Zone* (virtual reality)
- Williams Electronics' *Ticket-Tac-Toe* (novelty)
- Worldwide Video's *Strikers 1945* (video)
- Worldwide Video's *Pang 3* (video)

TOP GAMES

Video Dedicated: ***Daytona USA*** **(Sega)**
Video Kit: ***Megatouch IV*** **(Merit)**
Pinball: ***Attack From Mars*** **(Bally)**
Alley Bowler: ***Skee-Ball Lightning*** **(Skee-Ball)**
Sports Game: ***Around the World*** **(UETD)**
Coin Pusher: ***Jungle Jive*** **(Coastal)**
Crane: ***Classic Watch Crane*** **(Smart)**
Children's Game: ***Shoot to Win! Jr.*** **(Smart)**
Roll Down: ***Spin to Win*** **(Acclaim)**
Coin Drop: ***Smokin' Token*** **(Seidel)**
Novelty: ***Cyclone*** **(ICE)**

In the news

➾ In a move aimed at strengthening its market position, Play-By-Play Toys & Novelties entered into an agreement to acquire certain assets and assume certain liabilities of Ace Novelty Co.

➾ Cinescape, a division of Toronto-based Cineplex Odeon Corp., entered into a strategic relationship with Sega GameWorks for the development and operation of location-based interactive game centers in the United States.

➾ A federal judge in New York state declared unconstitutional a 72-hour investigation notice provision of the state's fairness in music licensing law.

➾ The United States Senate proclaimed June 16-22 as National Roller Coaster Week in observance of the International Year of the Roller Coaster.

➾ The 1996 Riverboat Gaming Congress & Expo saw light attendance in New Orleans even as legislators in Louisiana passed a parish by parish referendum of riverboat and casino gaming, as well as ongoing legalized video gaming.

➾ Indian gaming was back on the front political burner in Congress following a Supreme Court decision taking away a tribe's right to sue states which failed to negotiate gaming compacts in good faith.

➾ Veteran coinman Lou Singer of Central Distributing in Omaha, Neb., passed away at the age of 74. "Lou knew things in this industry before they happened," remembered longtime industry friend Rubin Franco of Franco Distributing.

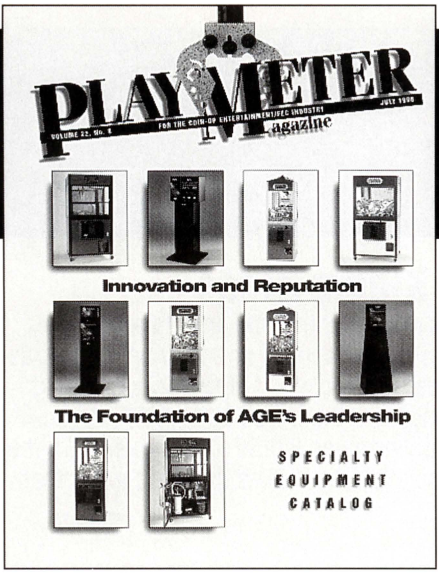
"What We Said"

"You have a goal for your company. If your employees know that goal and you allow them to get the job done, being flexible if necessary, believe me the job will get done faster and better and your company in the long run will be the beneficiary of your attitude." —Valerie Cognevich

"There is so much more to this business that cannot be put into short answers. A great deal is preparation, learning as you go, and learning from the experience of others. There is no substitute for hard work and dedication." —Bonnie Theard

"The drive to be the biggest and the fastest often overshadows the need to be the best. They are not always synonomous; technology makes things easier, not necessarily better." — Steve White

JULY


PLAY METER Magazine
Innovation and Reputation
The Foundation of AGE's Leadership
SPECIALTY EQUIPMENT CATALOG

Specialty Equipment Catalog

From photo booths to giant gumball vendors, specialty machines are getting a closer look. A 10-page special section examined some of the most innovative companies and products in this market segment. We also continued with the second of a four-part series on laser tag systems and operators.

Cover Story

Webster defines innovation as a "new idea." Advanced Games & Engineering of Ft. Lauderdale, Fla., is innovation in action. AGE not only has the ability to envision the future in a daydreaming, fantasizing kind of way, but the interest, capability, and drive to act upon that vision.

What's New

- Carousel's *Friendly Dolphin* (kiddie ride)
- Micro Mfg.'s *Tournament Magical Touch* (video)
- Midway's *Safecracker* (pinball)
- Midway's *War Gods* (video)
- Namco's *Alpine Surfer* (video)
- Namco's *Classics Vol. 2* (video)
- Namco's *Soul Edge Version II* (video)
- Sega Pinball's *Twister* (pinball)
- Vend-Tech Industries' *Robo-Claw* (crane)

TOP GAMES

Video Dedicated: *Daytona USA* (Sega)
Video Kit: *Area 51* (Atari)
Pinball: *Attack From Mars* (Bally)
Alley Bowler: *Skee-Ball* (Skee-Ball)
Sports Game: *Hoop It Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Action Claw* (Fun Merchants)
Children's Game: *1/2 Pint Frenzy* (ICE)
Roll Down: *Spin To Win* (Acclaim/Lazer-Tron)
Coin Drop: *Wheel 'M In* (Bromley)
Novelty: *Colorama* (Bromley)

In the news

- A study by the Center for Disease Control said that less than two percent of underage smokers make their purchases from vending machines and that a ban on such devices would have "little or no effect" on teenage smoking habits.
- Following its recent merge with Tornado Table Sports, Valley Recreation Products announced an impending consolidation of manufacturing facilities.
- Data East announced a restructuring of its coin-op game division with operations shifting to the Japan-based company's San Jose, Calif., office. The move also saw several longtime employees leaving the company.
- The American Amusement Machine Association's board of directors unanimously voted to organize a trade show for the India market to be held in 1997.
- Frank Schulz, vice president of sales at Antique Apparatus/Rock-Ola Mfg., announced his retirement after 47 years of dedicated service to the coin-op industry.
- Aristo Intl. Corp., designer and developer of networked multiplayer experiences for pay-per-play venues and at-home use, named industry pioneer Nolan Bushnell to its staff.

"What We Said"

"If you can't remember what you had for lunch, or even if you had lunch, I'd like to chat with you. I know that I'll hear some really good stories from the time Stan Jarocki was with Electra Games and pinballs were still electromechanical." —Valerie Cognevich

"Case studies have long indicated that underage smokers do not obtain their cigarettes from vending machines. It is far cheaper and more convenient to get them from other sources." —Bonnie Theard

"Beyond the practical nuts and bolts problems associated with producing, shipping, selling, and servicing amusement games, we as an industry need to do more in the way of sharing insights, putting our heads together, and looking toward the future to ensure that someone else doesn't take it away." —Steve White

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PLAY METER
VOLUME 22, No. 9
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
AUGUST 1996
Magazine
Magical Touch
The Wizard works his Magical Touch again!
Street Equipment Catalog

AUGUST

Street Equipment Catalog

Often called the backbone of the industry, these bread and butter products have gained in popularity as operators take a closer look at return on investment. This special catalog featured an update on available product in the categories of air hockey, card games, countertops, darts, 8-liners, foosball, jukeboxes, pool table, and shuffleboards. Also highlighted: advances in digitally downloaded music technology. But is the industry ready for a new method of delivering music to customers?

Cover Story

Magic invokes thoughts of illusions, sleights of hand, and tricks with mirrors, but Larry Hartley and his *Magical Touch* countertop are for real. There is no magic potion for Micro Mfg., simply a success formula that Hartley has applied to all of his enterprises.

TOP GAMES

Video Dedicated: *Daytona USA* (Sega)
Video Kits: *Area 51* (Atari)
Pinball: *Attack From Mars* (Bally)
Alley Bowler: *Striker* (Design Plus)
Sports Game: *Rage in the Cage* (Fun Merchants)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Candy Shop* (Grayhound)
Children's Game: *Shoot To Win! Jr.* (Smart)
Roll Down: *Jungle Rama* (Acclaim/Lazer-Tron)
Coin Drop: *Goin' Rollin'* (Seidel)
Novelty: *Dinoworld* (Planet Earth)
Gun Game: *Ghosthunter* (HanaHo Games)
Bopping/Stomping Game: *Spider Stompin'* (Jaleco)

What's New

- Incredible Technologies' *Peter Jacobsen's Golden Tee 3D Golf Tournament Edition* (video)
- Konami's *Wave Shark* (video)
- Konami's *Winding Heat* (video)
- Namco's *Dunkmania* (video)
- National Entertainment Technologies' *Farmer Bear* (vending)

“What We Said”

“Digital music was an idea a decade ago. Then it was perhaps wishful thinking because the technology was not far enough along to make it a reality. Or maybe people weren't ready for a change so drastic in the way they played their music. But digital music is again being discussed and could very well be a future reality.” —Valerie Cognevich

“There has never been so much competition, so much technology accessible to the average citizen, so many shows looking for exhibitors and attendees. Navigating through these challenging waters and staying afloat will require adopting new strategies for survival.” —Bonnie Theard

“While we can all hope and work for the passage of a dollar coin bill by Congress this year, added use of the Susan B. Anthony dollar by operators will only help in pushing that agenda forward in the more promising years ahead.” —Steve White

In the news

➾ Sega Enterprises and Capcom USA announced their intention to merge the pinball businesses of their respective Chicago-based companies, Sega Pinball and Capcom Coin-Op.

➾ Chicago area pinball manufacturer Premier Technology has closed its doors, providing further evidence of an ongoing downturn in that segment of the market.

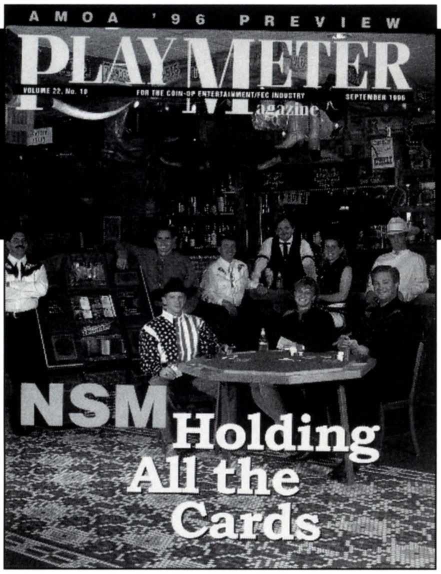
➾ Children's amusement ride manufacturer Just Kiddie Rides agreed to merge in principle with Childrobics, a publicly owned firm that distributes and operates amusement rides and arcade games through subsidiaries Group Coin Amusements, Turnpike Distributing, and Amusement Associates.

➾ Chicago-based WMS Industries announced a restructuring plan that included downsizing its pinball division and an initial public offering of 15 percent of the company's coin-op video arcade and home video game business.

➾ Manufacturing operations at Atari Games were moved to parent company Williams Bally/Midway's facility in Chicago as part of a consolidation of video game operations.

➾ Laser Storm Inc. of Denver, Colo., and Namco Cybertainment of Bensenville, Ill., signed a letter of understanding for Laser Storm to operate its theme laser games at specific Namco family entertainment centers.

SEPTEMBER


AMOA '96 PREVIEW
PLAY METER
Volume 22, No. 10
For the coin-op entertainment/FEC industry
September 1996
NSM Holding All the Cards

Nolan Bushnell: Heee's baaack!

Nolan Bushnell, fondly referred to as the father of video games, introduced his latest venture: Aristo. He and his partner gathered some 40 distributors to explain the Internet-based entertainment products: TouchNet, MusicNet, and TeamNet. His goal is to create a world-wide party and everyone is invited.

Cover Story

NSM told us that it was holding the winning hand that will meet the needs of the American operator and continue to maintain and grow its operator customer base. "While a solid product line is important, we know that building and maintaining customer loyalty depends on how we stand behind and support our products," the company said

TOP GAMES

Video Dedicated: *Cruis'n USA* (Midway)
Video Kit: *Bust-A-Move Again* (Taito)
Pinball: *Attack From Mars* (Bally)
Alley Bowler: *Bug Bash* (Bay Tek)
Sports Game: *Hoop It Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Snack Attacker* (AGE)
Children's Games: *Shoot To Win! Jr.* (Smart)
Roll Down: *Clown Roll Down* (Bay Tek)
Coin Drop Game: *The Mask* (Data East)
Novelty: *Dinoworld* (Planet Earth)
Gun Game: *Big Mouth* (Meltec)
Bopping/Stomping Game: *Dino Bonk* (Namco)

What's New

- Williams' *TouchMaster* (countertop)
- Williams' *Tales of the Arabian Nights* (pinball)
- Island Design's *Spider Stompin' Deluxe* (novelty)
- Jetball Pool Tables' *Jetball Billiards* (pool)
- Capcom's *Super Puzzle Fighter II* (video)
- Merit's *Tournament Megatouch IV* (countertop)

In the news

➾ The National Amusement Network Inc. (NANI) announced its collaboration with Microsoft. Microsoft, according to NANI's John Klayh, developed Direct Arcade software that enables games developers to write games for standard PCs. Klayh also told Play Meter that NANI was moving to Microsoft's latest 32-bit networking architecture.

➾ Shuffleboard legend Sol Lipkin was honored by the National Shuffleboard Hall of Fame.

➾ "It was like dying and going to high-tech heaven," we said about the Siggraph '96 show, which featured the latest in computer graphics tools.

➾ Valley formed the Valley International Foosball Association, with a goal of working with operators and players to increase interest in foosball.

➾ John Schumacher was replaced as AMOA's executive vice president. AMOA's government relations manager Laura Olson decided to return to graduate school to obtain her Ph.D. in political science.

➾ Premier Technology's assets, sold at an auction, were purchased by Gottlieb Development, headed by former Premier president Gil Pollock.

➾ Sega GameWorks announced the creation of a new leasing program for its *Manx TT* and *Indy 500* games.

“ What We Said ”

"We notice that the games we have are getting a bit older and maybe collections are off somewhat. We know it's time for new games or an update in the game room, but as time passes we're too willing to adjust to doing without than to invest in changing." —Valerie Cognevich

"There are reasons why a game may not appear on the chart. For one, operators do not buy all the newest equipment. They are playing it close to the vest these days and face a field of impressive although pricey deluxe simulators suitable for only a limited number of locations." —Bonnie Theard

"If games of comparable quality can be delivered cheaper through other mediums consumers will turn their backs on the coin-op market. That seems only logical to me." —Steve White

PLAY METER Magazine
VOLUME 22, No. 11
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
OCTOBER 1996
SUPER SHOT
SKEE BALL LIGHTNING
Bank on Skee-Ball... Foundations for Success!
FUN EXPO '96
SKEE-BALL INCORPORATED AMUSEMENT GAMES

OCTOBER

Indoor Fun

Soft activity zones or modular play systems have found universal appeal both with children and their parents, the latter group viewing them as helpful to the mental and physical development of their children. The many innovations and increased awareness of the market and a proliferation of manufacturers and product are helping ensure the place of modular play structures in the entertainment location of today and tomorrow.

Cover Story

Skee-Ball is here today, and here tomorrow. The history of Skee-Ball can be traced back to 1909 when a young Princeton University graduate fashioned wood from his fathers lumberyard into a game called *Box Ball*. Skee-Ball has come a long way since those early days and Joe Sladek, who bought the company in 1984, sees a bright future ahead.

What's New

- Sega Pinball's *Independence Day* (Pinball)
- Ultrazone & Laser Games' *LaserStrike* (Laser Tag)
- McGregor's *Silver Falls* (Pusher)
- Sega GameWorks' *Virtua Fighter 3* (Video)
- American Sammy's *Key Catcher* (Crane)
- Capcom's *Flipper Football* (Pinball)
- Dynamo's *Top Brass Table Hockey* (Air Hockey)
- Midway's *Scared Stiff* (PInball)

TOP GAMES

Video Dedicated: ***Daytona USA*** **(Sega)**
Video Kit: ***Area 51*** **(Atari)**
Pinball: ***Attack From Mars*** **(Bally)**
Alley Bowler: ***Bug Bash*** **(Bay Tek)**
Sports Game: ***Home Run Derby*** **(ICE)**
Coin Pusher: ***Jungle Jive*** **(Coastal)**
Crane: ***Gift Box*** **(Fun Merchants)**
Child-Size Game: ***Smart Toss Em*** **(Smart)**
Roll Down: ***Rollin' for Riches*** **(Acclaim/Lazer-Tron)**
Novelty: ***Cyclone*** **(ICE)**
Coin Drop Game: ***Goin' Rollin'*** **(Seidel)**
Gun Game: ***Water Game*** **(Bob's Space Racers)**
Bopping/Stomping Game: ***Swamp Stomp*** **(Acclaim/Lazer-Tron)**

“ What We Said ”

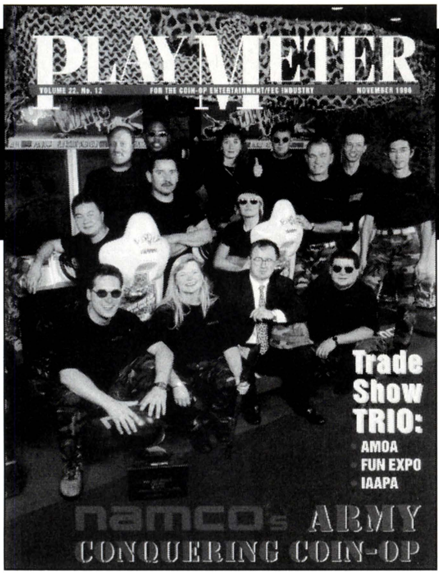
It was right there and then, in the middle of hundreds of dollars worth of dead grass, that I felt like a location owner who has suddenly realized why it's better to call in a professional operator than to make expensive mistakes with games. —Valerie Cognevich

Is it realistic to expect exhibitors to continuously shell out what's necessary to transport manpower and equipment to every trade show that pops up? —Bonnie Theard

It remains to be seen whether a PC-based game platform will revitalize the coin machine business, and if so, who will benefit and who will suffer. — Steve White

In the news

- Jerry Derrick of Derrick Music in Charleston, W.Va., took over as AMOA president, succeeding Randy Chilton.
- Wico told Play Meter that the reports of its demise were premature. It was widely reported that the company had closed its doors, but a company spokesman said that it had filed Chapter 11 and was still in business.
- Several key AMOA members claimed that the Food and Drug Administration issued restrictions on cigarette vending that were based on inaccurate information.
- The minimum wage was raised to $4.75 from $4.25 per hour and industry members predicted that it would have a negative impact on the coin-op business.
- Game players in the Chicago area were given a peek into the future, and what they saw was real-time head-to-head competition on Williams Bally/Midway's Ultimate Mortal Kombat 3 games placed in eight locations.
- 3Dfx announced agreements with several firms to use its Voodoo Graphics accelerator to enhance new PC market products and game titles.



NOVEMBER

An Industry on the Verge

Microsoft visited several trade shows this year taking a long, serious look at the coin-op industry. The company planned a strategic meeting for game sofware developers at the end of November, which consisted of meetings and exhibits of PC-related equipment as well as a presentation of Microsoft's proposal for entering the coin-op industry.

Cover Story

Namco has been a leader in the coin-op industry for some 40 years. It has games from *Pac-Man* to *Alpine Racer* on its list of hits. The company describes its goal like this: "Our objective is to bring the best possible products to the market. We appreciate the support and feedback provided by distributors, operators, and players.

What's New

- Coin Concepts' *Volcano* (Novelty)
- Jolly Rogers' *Garfield* (Kiddie Ride)
- Benchmark's *Big Haul* (Coin Drop)
- Bankshot's *Shoot Around Jr. Classic* (Sports)
- Carousel's *Safari Jungle Jeep*

TOP GAMES

Video Dedicated: *Daytona USA* (Sega)
Video Kit: *Area 51* (Atari)
Pinball: *Attack from Mars* (Bally)
Alley Bowler: *Bug Bush* (Bay Tek)
Sports Game: *Hoop it Up* (Atari)
Coin Pusher: *Jungle Jive* (Coastal)
Crane: *Snack Attacker* (AGE)
Child-Size Game: *Shoot to Win! Jr.* (Smart)
Roll Down: *Spin To Win* (Acclaim/Lazer-Tron)
Novelty: *Cyclone* (ICE)
Coin Drop Game: *Home Run Hitter* (CCI)
Gun Game: *Big Mouth* (Meltec)
Bopping/Stomping Game: *Spider Stompin'* (Jaleco)

" What We Said "

"Our industry is evolving and things that didn't seem possible, like networking and being a part of the Internet are lurking around the next corner. I think it's time to cuddle up with a few new ideas and give them a tummy rub."* —*Valerie Cognevich

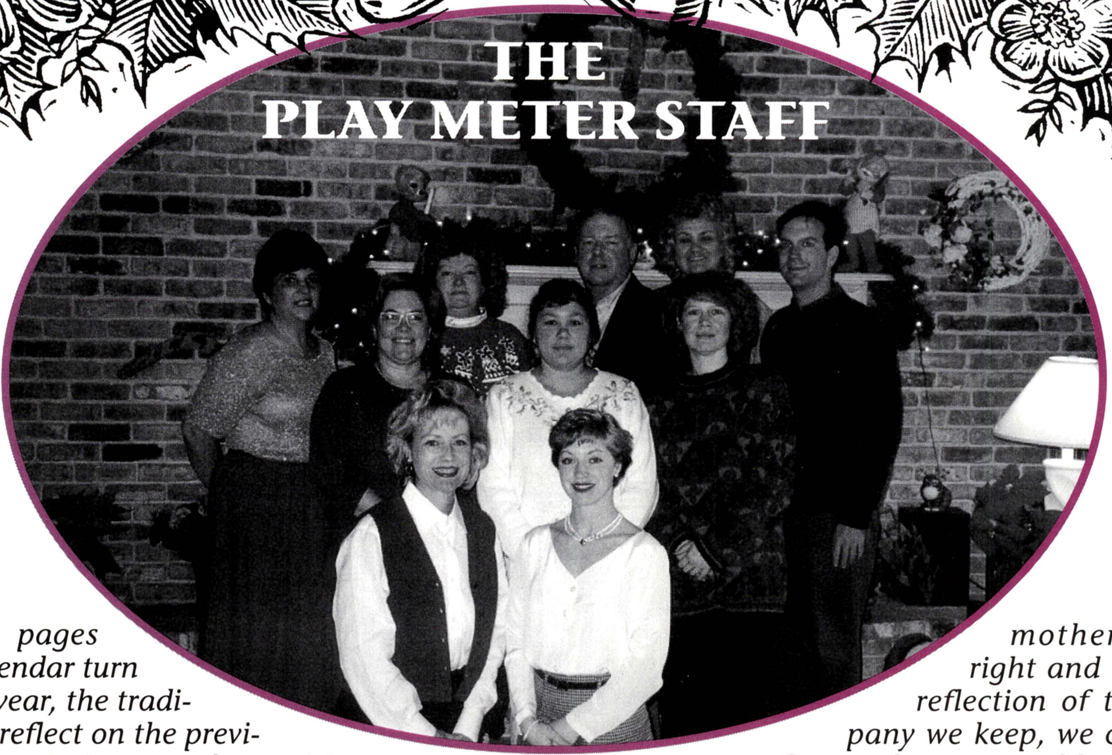
"The future looks pretty bleak, and they (industry members) are worried about wehre the industry is headed. Notwithstanding Microsoft's message of "come with me into greener pastures" veterans of the coin-op world are not likely to jump on this hayride right away." — Bonnie Theard

"Our own industry is currently locked in a fight-to-the-death struggle with changing times and changing technology, at different times seeing both its death and salvation reflected in the march toward an increasingly wired world." —Steve White

In the news

- WMS Industries' video game subsidiary Midway Games filed registration papers with the Securites and Exchange Commission for its initial public offering of 5.1 million shares of common stock.
- Vendors nationwide scheduled a wide range of promotional activities to celebrate National Jukebox Month.
- The U.S. Department of Interior denied federal recognition to the 80-member Golden Hill Paugussets, A Native American tribe seeking to build a casino in western Connecticut. The tribe said it would appeal.
- With the explosion of Internet activities, the U.S. Justice Department is contending that any wager by an American citizen on the Internet or through interstate phone lines is illegal. Wagering on flights entering or leaving the country has also been banned by Congress.
- AMOA announced plans to approach the Federal Reserve board to explore the idea of putting together a conference next year on the proposal for a new dollar coin.

THE PLAY METER STAFF



As the pages of the calendar turn to a new year, the tradition is to reflect on the previous year, pointing out the positive and planning to make up any shortcomings during the new year. You've read our retrospective of 1996 and are forming those New Year's resolutions.

Now we'd like to thank you for the friendship and support you've been so generous with. If our mothers were right and we are a reflection of the company we keep, we can honestly say that we are blessed with some of the nicest advertisers and subscribers in the industry who really make us look good! I am thankful we can use this time of year to let you know how much we appreciate you all.

Here's wishing you the best of everything life has to offer in 1997!

DECEMBER

I hope that 1997
is all you are
wishing it to be!
Valerie

Cheers & Best Wishes
for a Happy
Holiday!
Carol Lally

Happy Holidays!
Renée

Merry Christmas
Mary

SEASONS GREETINGS
JANE

Best Wishes for
a Prosperous New
Year.
Carol Ann

Peace & Prosperity
To all!
Ron

Merry Christmas
Y'all! Bonnie

Best Wishes
Steve White

Best to you!
Carol Lee

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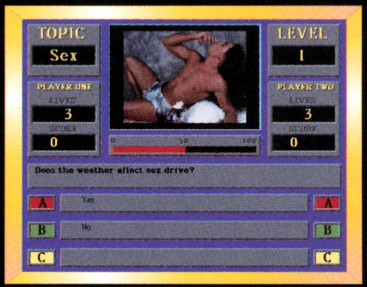
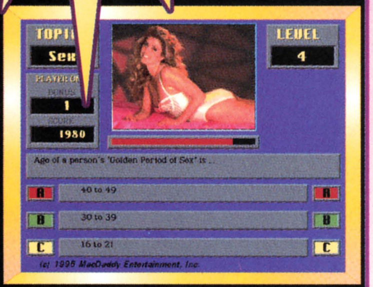

TOPIC
Sex
LEVEL
1
PLAYER ONE
LIVES
3
SCORE
0
0
50
100
PLAYER TWO
LIVES
3
SCORE
0
A
B
C

Does the weather affect sex drive?

A Yes

B No

C


TOPI
Sex
LEVEL
4
PLAYER ON
BONUS
1
SCORE
1980
A
B
C

Age of a person's 'Golden Period of Sex' is ...

A 40 to 49

B 30 to 39

C 16 to 21

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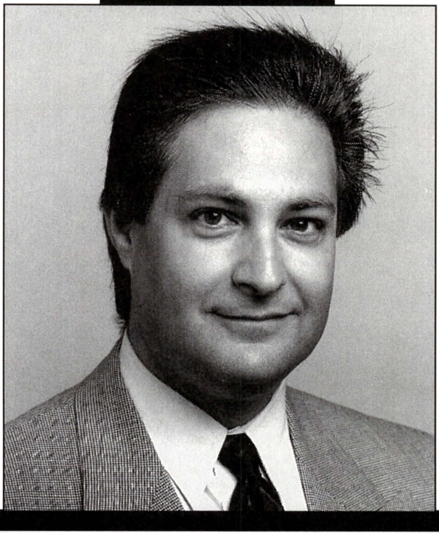
GUEST
EDITORIAL



Don't let TECHNOLOGY be your TROJAN HORSE

JOHN MARGOLD

In the fall I sent a letter to the music operators on NSM America's mailing list. My friend Valerie Cognevich (editor of this publication) read a copy of the letter, and she asked me to write an article for Play Meter expanding on the subject of my letter.

The subject is downloading, the net, and other aspects of the new technology we've been hearing so much about. Many industry so-called experts have been expressing opinions on the exciting new fields that await us. Perhaps it is true that with new technologies come new opportunities. However, it is also true that it is often unwise to jump into untested, uncharted waters.

In my letter mentioned above, and in other writings I have done, I've pointed out several problems that we at NSM recognize. There are serious questions that must be answered before we can proceed with downloading music. There are obstacles that include patents and copyrights. But the biggest obstacle is probably economics.

Who will pay for the line charges? Who will pay for the mechanical rights? Who will make up for the record companies' lost revenues when they don't get to sell a CD for each location?

We know that it won't be the location owner. And it won't be the publishing companies or the recording industry. It will probably be the operator. We don't see the wisdom of change unless there is an economic advantage. With existing jukeboxes, most operators can pay for the equipment in a year or so. Even if a three-year note is used, the jukebox is paid for long before the effective life is over. (If a jukebox will remain on location for 10 years, then a three-year note will provide a "cost-free" product 70 percent of its life).

If an operator is forced to pay a weekly or monthly percentage for the use of a downloading system, those payments will never go away. If you operate for 10 years, you will be making payments for 10 years. At NSM we are working on systems that will embrace new technology, but it must make economic sense for the operator before we bring it to market.

There's a bigger picture than just music that should be considered. Games on the Internet are a hot topic. If new games could be downloaded without the need for an operator to change the board in the cabinet it would save a great deal of time and service costs. There is a strong appeal here. Along with it is a strong concern.

If operators invite the large communication and software companies into their best locations and network these locations, there is a risk that the operator may become too dependent upon an outside supplier. The day may come when someone "pulls the switch" on the new software. Or the percentage could be dictated against the operator's best interests. Even worse, it could be decided that the operator is not needed at all.

All of these concerns remind me of the story of the Trojan Horse. It would be a shame if equipment brought into a location by a well-meaning operator turned out to be his own Trojan Horse.

There is talk about making everything uniform to make it easier to operate equipment. I am concerned about that. If it becomes too easy (or if it has the illusion of being too easy) then the perceived value of the operator's role is diminished.

How can an operator protect himself from these negative scenarios? We need to be concerned with keeping the operator's role vital. Many operators have redefined their position by instituting leagues into their locations. These dart and pool leagues have increased location traffic, often bringing in customers on slow weekday nights.

Operators can help generate increased location traffic and revenues with other promotions as well. Contests, parties, tournaments, etc. are all things that bring new value to the operator's role. How does this fit into a story on technology? If technology has the potential to threaten the operator's position with location owners, we must look at ways to strengthen the operator/location relationship.

When you read this you may get the impression that NSM is anti-technology. Nothing could be further from the truth. Advanced technology has helped bring NSM to a position of prominence in the jukebox industry. Our high-speed, 100-disc CD changer has been universally acclaimed as revolutionary.

It is NSM's ability to adapt technology that has helped increase its market share five-fold since the change from vinyl to CD. However, NSM does not believe in technology for the sake of gadgetry. Only when technology has been tested and proves to be reliable and economically practical will we be willing to bring it to market. ▲

John Margold is Senior Vice President of NSM America. If you wish to respond to his comments or if you are not currently receiving his periodic letters and would like to, he can be reached at NSM America, 1158 Tower Lane, Bensenville, IL 60106; phone (630)860-5100 or fax (630)860-5144.

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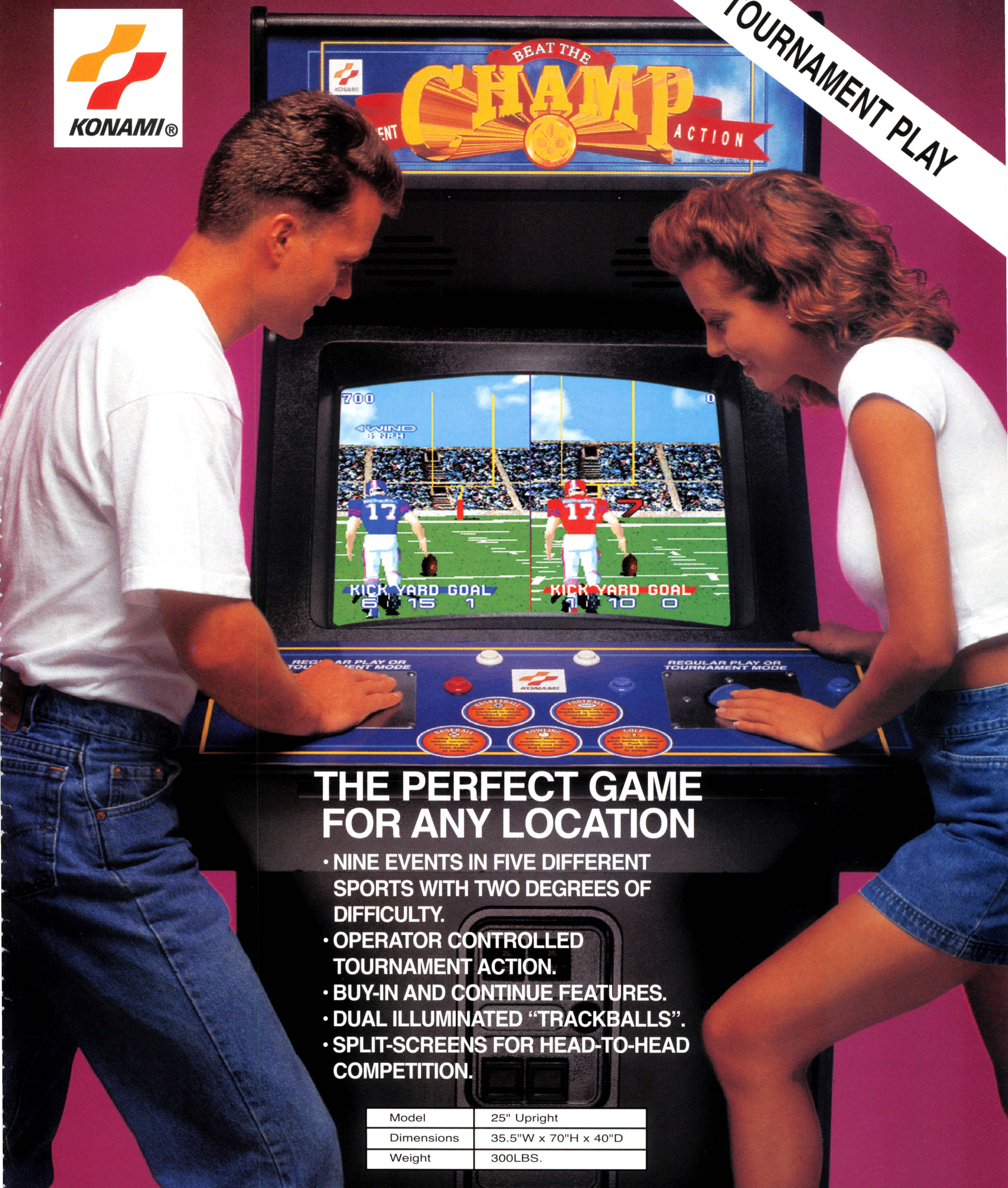
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COINMAN **INTERVIEW**
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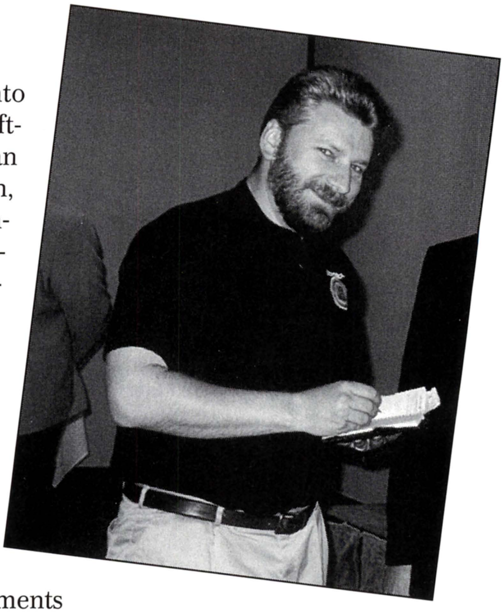
James Plamondon



After making a dramatic entrance onto the industry stage at AMOA '96, the software giant's representative became an overnight sensation. In fact, Plamondon, who serves as Microsoft's director of coin-op technology marketing, has easily become the most talked about person in coin-op circles. With the industry still abuzz over Microsoft's potentially revolutionary proposal, Play Meter's editorial staff caught up with Plamondon after the Fun Expo to address some lingering questions. Interviewers included editor Valerie Cognevich, managing editor Bonnie Theard, and associate editor Steve White.

Bonnie: I wanted to know what comments you got at the Fun Expo '96 vs. AMOA Expo '96 after people heard your presentation?

James: The support from operators has been pretty much universal. Since they are the people that buy the equipment, I take great heart in that. Reaction from distributors has been more mixed. I'm not exactly sure how to characterize those who support it vs. those who don't because I really don't understand the arguments of those who don't support it. I suspect it's largely just a matter of change and those who are more receptive to change are for it and those who are less willing to change are against it. If there's more to it than that, I just don't understand what it is.

From a manufacturer's perspective, it's worth noting that all the major manufacturers are also operators and since operators are usually uniformly for this, the operations portions of even the large manufacturers tend to be in favor of the proposal as well.

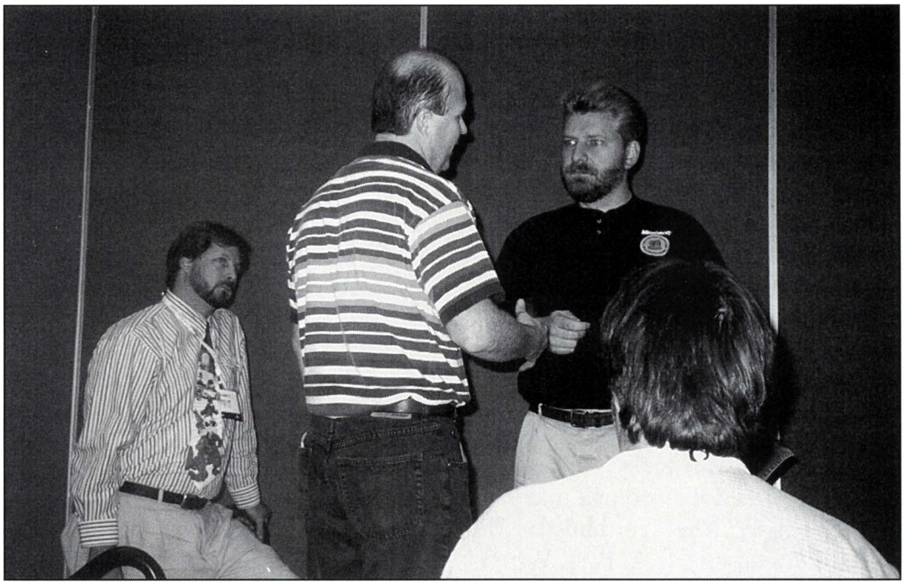
Bonnie Companies such as Namco and Sega operate a large number of facilities, but a number of other manufacturers don't. How about reaction from some of those manufacturers?

James: The smaller manufacturers have fallen behind in the hardware race. They are already in a position of looking elsewhere for their technology thus we have *Cruis'n USA* with Nintendo 64 guts inside it, for example. Jaleco's new game is based on (Sega's) Model 2. A lot of other games are based on PlayStation or Saturn or one of the other game consoles, and we see 3Dfx moving PC technology into those markets. So you see these smaller manufacturers are already looking to get somebody else's hardware, leverage somebody else's research and development, and they hadn't considered the Windows/PC combination as thoroughly as I suspect they are considering it now.

Bonnie How far back does Microsoft's interest in coin-op go?

James: You may be aware that we were at the AMOA show last year.

Bonnie: I was at that (technology) seminar. Things were not very detailed at



Mike Earnest (far left) of Dreamation waits to see Plamondon after the Fun Expo '96 seminar on change in the coin-op world.

that point. The general feeling was that NANI wasn't being embraced by the manufacturers and if the traditional manufacturers in the coin-op industry weren't interested other people were. Microsoft was referred to then. There wasn't really any plan. Your interest pre-dated that I'm sure. I'm wondering what was the catalyst to look at our industry and do the amount of research that you've done.

James: A lot of our interest started just before that show when John Klayh of NANI and the AMOA generally came to us and said, "We would like to have you look at this market and see if there's something you can do here. We need a standard open platform and you guys seem to have one. Is there something you can do in this area?" My answer was, "I have no idea." Coin-op was not something we were looking at in any way at the time, and we didn't have time to look at it for a while because we were very focused on improving Windows itself for the Christmas '95 season. It was only after we had done that work, that we were able to spend the time studying coin-op and that's when I came on board to do that.

Bonnie How are things with NANI now?

James: It's interesting. Although it was NANI that brought our attention to the coin-op market, our efforts are not dependent on NANI. NANI is the jewel in the rough of the coin-op industry, there's no doubt about it. Incredible Technologies' system is also up and running and doing good things. The idea of networking these coin-op games is a very powerful one, and should be a very profitable one. But we are not invested in NANI in any way. We don't have an interest in NANI.

Steve: You say Microsoft is not dependent on NANI, but how about the other way around? Is NANI dependent on Microsoft?

James: In that case, I'd say that's probably true. NANI's first attempt was to get the coin-op manufacturers to alter their dedicated hardware to support NANI. This is not a very easy thing to do. All the dedicated hardware is different. Those in the coin-op manufacturing business would have to agree on a common standard to access this network in which they have no profit interest. That was a very hard sell and it went nowhere basically except with Williams. By helping the AMOA and Microsoft and Intel and the industry in general adopt a standard platform, it makes it very much easier for NANI and Incredible Technologies and the various other networks to accomplish their objective. So the existence of a Windows-based standard is to NANI's advantage.

Steve: What role did Microsoft play in helping NANI to make that switch?

James: It was kind of the other way around. NANI and the AMOA were still focusing on coin-op manufacturers. As that effort failed, it was necessary for them to move the industry to a standard platform in order for NANI to be successful.

Steve: The idea of using Windows came from them?

James: I think that is a fair statement. So how does one say—NANI has led the giant to the market to ride its coattails.

Valerie: What about Aristo? I know that Jason Robar (also with Microsoft) was at the Aristo presentation.

James: Nolan Bushnell is one heck of a smart guy. He has an amazing capacity for seeing the future before anybody else and putting it into play. So he's ahead of the curve. He's doing the things that we are just bringing into place in a standard way. Some of the things that he's doing will be part of the standard; some of the things are ahead of the standard. Obviously, we are talking to Nolan a lot. He's doing all the right things.

Valerie: Are you going to be working with them?

James: You bet. We will work with anybody, especially companies that are already basing their product on our products. Their product already uses Windows and obviously then we are going to do our best to help make them successful just as we do with anybody using Windows.

Steve: To jump off at that point, at AMOA you said you were planning to put together a number of companies to put this idea into practice. Can you tell us a little more about what's going on with that and also give us a general understanding of how that's going to be put into action?

James: Microsoft doesn't know coin-op. There's no way Microsoft, even working with the AMOA, can get this standard right if we don't work with people who are in the industry. The standard has to be right for people in the industry or nobody uses it and it fails. Obviously, the bigger the company, the more market share, the more mind share, the more the penetration, the more influence they have over the market. Those are the companies we would like to work with. But the bigger the company, generally speaking, the more resistant they are to change. When you've mastered the status quo, you don't want to rock the boat.

Steve: How do you go about that in terms of bringing people together? What role does Microsoft play in that? And also we can't help but ask, do you have any people in mind and are any people already on board?

James: We are not going to name any names at this point. When we have the deals done, we will make an announcement. It will certainly be Microsoft, Intel, and the AMOA. Where we go beyond that, you can pick the companies we will be working with just as well as we can, and it's pretty obvious where we go from there. We'll be talking to basically everybody and finding those that have the strongest combination of desire, technical ability, and market influence.

Steve: In doing this are you going to have an economic role, or is Microsoft bringing these companies together seeing that it will have future benefits for Microsoft?

James: We're not going around buying companies or throwing billions of dollars around. What's the old saying–there's no force so strong as an idea whose time has come.

Steve: Intel is going to build the hardware. Is that correct?

James: Intel participated in the presentation at the AMOA, and it is reasonable to expect their participation in this effort will continue.

Steve: And we're talking, in terms of hardware, the actual game platforms if that scenario occurs?

James: I don't want to get into details of who's doing what yet because it isn't so clearly defined. You can speculate as well as anyone what Intel's role will be. Intel can and almost undoubtedly will play a reasonable role. There will be more details in the next 30 to 60 days.

Valerie: James, I had a phone call from a respected industry veteran that was questioning the number of game developers. That's been brought up a lot and is the key to this whole idea, having home developers enter coin-op. The person who called said he thinks the number of potential developers is highly exaggerated. He doesn't think there are really going to be that many people looking to develop games for coin-op.

James: Well, it depends. You can look at the numbers in several different ways. There are dozens and dozens of publishers, perhaps scores and scores, of which a dozen or two are really big and then there are lots of little publishers. It's kind of like record labels. Everybody has heard of the top record labels, but there are a lot of little independent labels also. Just as there are a lot more bands than record labels, there are a lot more development houses than there are publishing houses. How many bands would you say there are in the United States, how many groups of people making music? It's almost an uncountable number when you start talking about a group of guys who play every Saturday night in their garage in addition to those that are actually getting paid to play gigs. In the software development world, especially in the game space, where you don't have to write a huge word processor or spreadsheet and compete with Microsoft's marketing budget, three guys can get together in a garage in Texas and write a killer game like *Doom* for example, which was developed exactly that way, that sweeps the Internet and makes them all millionaires. So there are thousands and thousands of software developers in the United States, the United Kingdom, and the rest of the world developing games for Windows. Most of them you've never heard of. Most of them are not successful. But they are out there.

Valerie: So you think these people would be able to make the switch to developing games for coin-op?

James: You bet. Now a company that has developed home games for the PC market is thinking about a much broader variety of games than exist in the coin-op market. There are role playing games, strategy games, puzzle games, and lots of other weird games for the PC platform that are not appropriate for coin-op. But there is also the action arcade category within the game business that is likely to be appropriate for coin-op.

Valerie: I'm sure you've had meetings and discussions with some of these developers. What has their reaction? Are they excited about the prospects for coin-op?

James: They are very, very positive. I had a meeting with a firm recently, and we met

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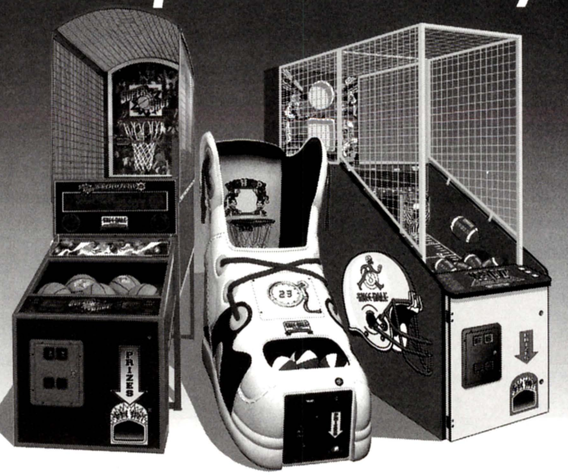

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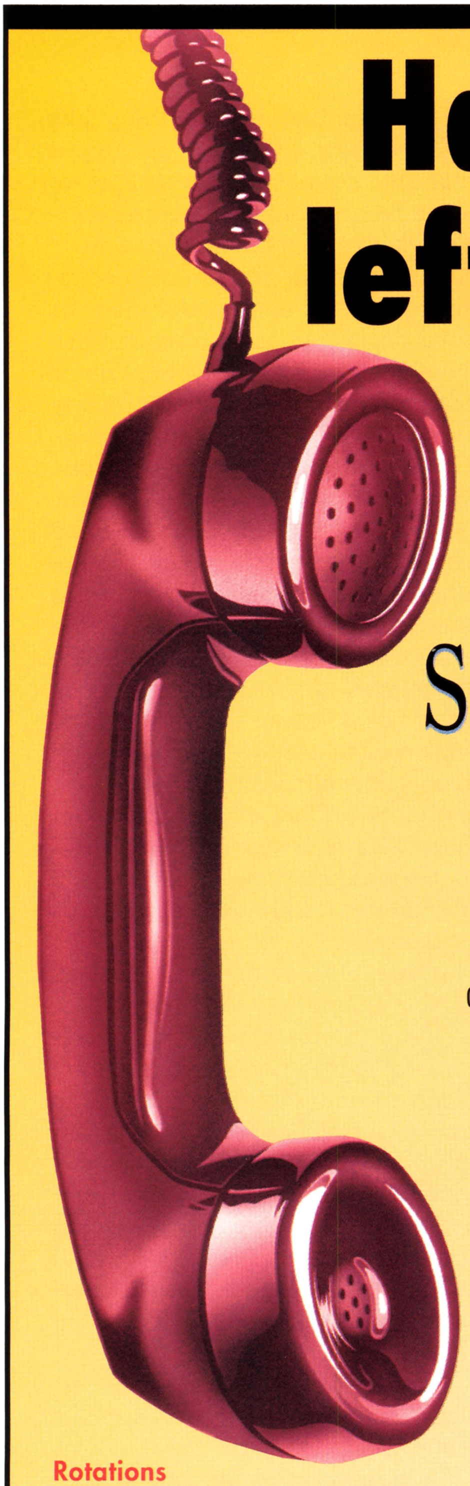

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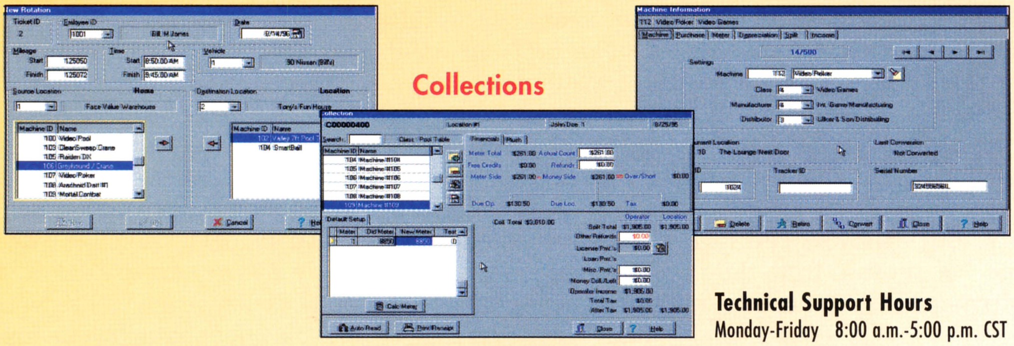

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Call us for more details at 1.800.720.3282 or check out our website at www.premierdatacorp.com the president of the company and the head of marketing and the head of development. I started talking about the opportunity in coin-op and I realized about 10 or 15 minutes into my presentation that I might as well skip the rest of the presentation. They were already sold, and I was overselling. The rest of the conversation was which of the five titles they had, which they thought would be appropriate, would be best for coin-op. It was no longer a question of were they interested in this market. They definitely want to participate.

Everybody loves coin-op. We all grew up playing coin-op videos. The PC game business has its roots in coin-op and wants to get into that business. Is every company going to be able to develop a great coin-op game? I don't think so. Just because you can eat Chinese food, doesn't mean you can cook Chinese food. They are going to need to partner with somebody from the coin-op industry. A large coin-op manufacturer, if it was really smart, would partner with these PC game publishers and work with them to be the coin-op publisher of the PC home game and get a piece of that action.

Valerie: How are these companies going to get together? Are you going to be an intermediary to help coin-op manufacturers and these developers join forces?

James: They don't really need me for that. Everybody knows who the coin-op manufacturers are, and it's pretty easy to find out who the game publishing companies are. Nobody needs me to be an intermediary. However, it's awfully convenient sometimes to have a matchmaker go around and set these things up.

Once we determine who our key partners will be on the hardware side, we will be working aggressively with PC game publishers to match them up with the hardware companies so they can make sure the hardware is appropriate for the software and that the right control panels are designed. For example, if there are three driving games under development, you want to make sure they all use the same driving controls. Maybe one of them uses force feedback and one doesn't, but they should all use the same control panels so you don't have to buy separate control panels.

Valerie: I think you will be needed to do that because it's not unusual right now for someone to develop a game and try to find someone to license or market that game. That's been going on since video games first came out.

James: We are definitely working as a matchmaker to match up PC game publishers and developers with coin-op game companies.

Steve: At the seminar at AMOA Expo '96, you said Windows was tournament ready. What does that mean for coin-op?

James: What I meant is that what tournaments need is the ability to exchange data, to be networked together. Windows is already like that for all games. You just use the standard networking protocol and a few standard interfaces, such as Direct Play, which is a technology for linking different game players together whether those two players are connected over a modem, or a serial cable, or the Internet, or a proprietary game network. NANI can use Direct Play just as anybody else can except they are connecting arcade machines over a proprietary network. So most of the technology is already there. NANI is hiring Microsoft consulting services to make sure that it does interface well with Microsoft's networking technology because Windows provides the foundation that NANI needs.

Steve: When we talk about networked competition, are we talking about real-time head-to-head play or a situation where players' scores are compared on some regular basis as part of the tournament format?

James: Well, you've got the Incredible Technologies' tournament-style play where the location phone line just squirts out some data to the network and some score data comes down from the network once a day. You're pooling the tournament play across multiple machines. There's no head-to-head play of any kind. It's just pooling score data. The next step away from that is something like NANI where you have an almost real-time connection on a separate phone line. That way you can be exchanging much more information.

Now whether it's direct head-to-head play between two locations or not is dependent on two factors. First, there's band-width. Can you get direct head-to-head play working properly over a phone line? I don't think so. There's just not enough band-width. Then there's just the playability aspect. Do you really care if you are playing against some random stranger in another town or another state? Is that as interesting as playing against a human being standing next to you? One of the advantages of street play is playing against real human beings. I tend to think remote head-to-head play is not that terribly interesting. If you look at Virtual Worlds Entertainment and their Battle Tech centers, they originally stressed their remote head-to-head play pretty heavily but not so much anymore.

Steve: One of the big questions floating around AMOA Expo '96 was, "What is Microsoft's interest in this market?" Obviously, you want to sell Windows and sell games and market games. I think I heard the idea that this will also allow you to market high-end computer software and hardware products that will be seen in an arcade, and from my perspective you would create an atmosphere in the game market that is dominated by Windows. Am I close?

James: The word dominate is certainly not one that escaped my list. Our primary interest is in the Windows APIs, the application programming interfaces, getting designers to support Windows. Our core audience in the game market is game developers. I think the challenge in the marketplace today is that they sell games through the retail distribution channel to end users and there is very little shelf space. If you go into a Computer City, they've only got as much space devoted to games as they've got in the store. It's going to be dominated by the top 10 or 20 selling titles. Thousands of games find it very hard to get shelf space or even the attention of distributors and retailers. So we want to go to our developers, the people focused on Windows, and say, "If you write your games to the Windows standard, then you are not only accessing the home market but you can get to the coin-op market as well."

The reason they are going to care about that is not because you are going to make so much darn money in coin-op, although you will make some and possibly quite a bit, the advantage is that by releasing your game into coin-op ahead of the home version you will create enough demand for your game to pull it onto the retail store shelf even if no one has ever heard of you. It's an alternative marketing channel for those smaller publishers. It's a great benefit to developers. The benefit to Microsoft is that those developers focus more on Windows than on DOS or Sony PlayStation or other game platforms that are available.

Valerie: I heard you say at AMOA Expo '96 that you think the coin-op industry underestimates itself. What did you mean by that?

James: Here's a good example. The theater industry in the 1970s was a very rundown, dirty business. It was an industry of shady backroom deals where a movie studio would say to a theater owner or a theater chain, "We'll give you this really popular movie if you'll take these five crummy movies also." You had to buy them as a package. Well that's illegal. It's called a tie-in yet the practice was very rampant at that time. In the late 70s and early 80s, the movie studios and others invested in building new theaters in the shopping malls that were springing up in the suburbs. Along with home video and the connection between the two, the movie industry and the theater industry reinvigorated itself to where the ticket sales were much higher than they had ever been, and are much higher on a per capita basis. More people were going to the movie than were before.

I think coin-op is at the low ebb of a cycle that is very similar to the theater industry. Arcades are in locations that are not entirely appropriate. Maybe they were appropriate once. Coin-op equipment has gotten so expensive. Operators have not been able to afford it and thus have been trying to eke the last quarter out of old equipment that's already lost its popularity. So people walk into an arcade see that there is nothing new there and leave, and that's driving down the industry overall.

But what coin-op has that nobody else has is the opportunity to be the theater of gaming, the public performance side of the game entertainment business. By focusing on a new standard that can liberate the forces of innovation, produce great new content and wildly different cabinets, networking, tournaments, and all this other stuff, coin-op has a very valuable asset at its disposal—access to the public. Nobody else has that. By playing its cards right, the coin-op industry can be in a wonderful position to grow dramatically and become a more important force in the game entertainment business.

Valerie: From all I'm hearing, you are not looking to change everything in the industry. One of the things that is really stagnant in this industry right now is the availability of affordably priced games. This is a way for manufacturers to introduce games that are less costly to operators, who are not going to care where the games come from.

James: As long as the games conform to the standard, it doesn't matter where it comes from, exactly.

Valerie: I want to go back and talk about distributors. They seem to be the most hesitant about this whole plan. What about the distributors? Do you really need them?

James: Absolutely. Distributors offer three primary benefits to this industry that I see. Financing is a key one still. There is also repair services. They can afford to have a guy trained on fixing Sega's boards. An operator, generally speaking, cannot. The third is proximity. They are close. A mail order house isn't close enough to do any good for an operator, especially if he needs to buy a 400-pound dedicated box. Even if it's not dedicated, even if it's a cabinet that conforms to the open standard, it's still going to weigh a ton. An operator is not going to get it through mail order; he's going to get it through distribution.

The final benefit to operators is advice. Distributors study the product and know what is going on before the operator, generally speaking. In the current market an operator can go to the trade shows and learn just as much about upcoming equipment as the distributor does because the games are all alike. When Williams introduces *Cruis'n World* it comes in two cabinets and has these two prices and that's all there is to know. So the amount of knowledge is fairly small.

On the other hand, under the Windows open platform there are going to be a lot more different cabinets, motion seats, input devices, and ride-on motorcycles, all from different vendors, and they are going to have different advantages and disadvantages. That kind of trade-off is something somebody is going to have to learn. There are going to be so many products your average operator won't be able to follow them all, just as a PC user can't understand all of the different trade-offs of different kinds of memory and all the different things you can do with a PC. Similarly, the operator isn't going to want to know all these complex details. He's going to go to a distributor and say, "What should I do.?" Only the distribution channel is going to be able to focus their expertise on that.

This is also great because, say Bonnie you're a distributor and Val you're a distributor and you're both in the same general area. The only way you can make your *Cruis'n World* different is by having an exclusive distribution agreement because the boxes are exactly the same. You can't differentiate your *Cruis'n World* from the other guy's. Under a standards-based model, you can have the same *Cruis'n World* product, but Val you have a very cool stand-up cabinet with a recessed foot pedal great for a street location that Bonnie doesn't have. Or maybe you've got a sit-down cabinet with a motion seat. As a distributor you can actually differentiate yourself on the product you carry.

Steve: In theory an operator could shop around himself for all of these products. So is the distributor simply providing a service of convenience?

James: That's why 7-eleven makes so much money. Convenience sells. There's a market for convenience. In addition to convenience, there's knowledge. If I have to make these decisions myself, I have to spend a lot of time learning about the various options. If I guess wrong, I have no one to yell at but myself. If a distributor steers me in the wrong direction, I have some leverage over him. I can call him up and say, "Make it right." A distributor is there to serve his customers. If you don't serve your customers well you're going to go out of business.

Steve: You talked a little bit in Dallas about encryption and I wanted you to talk a little more about how that issue is going to affect our industry?

James: There are a number of ways that issue can be resolved and we haven't quite settled on one yet. The way the coin-op industry has tried to deal with the issue of piracy thus far is to have dedicated hardware.

The practical barrier can be overcome with enough work. Public key encryption is theoretically very difficult. You've got to put supercomputers to work for 24 hours to crack it for one particular game running on one machine. So you can only make duplicates for it to run on that one machine. That's not terribly useful. So we think we have the piracy problem thoroughly licked.

Well, the immediate question is, "If this anti-piracy scheme works so well why doesn't Microsoft use it in all of its products?" The difference is we don't control the hardware base in the general PC industry. Whereas in the coin-op world there are no PCs in existing coin-op machines so we can build that base any way we want. We are starting with a clean slate.

Bonnie How many people are on your staff and are you building that up right now?

James: In the development relations group that goes out and talks to software developers, there are more than 50 people. In the game development group, there are about half a dozen who go out and talk to game software developers and help them understand what we are doing for them in the game area. The arcade effort is one of the key technological opportunities we are stressing to these developers over the course of the next year or so. The coin-op industry knows this but the PC development industry hasn't heard much about this yet because our core audience is PC game developers. If the coin-op industry as a whole had rejected the coin-op proposal we would have walked away. If we had gone to the software development community first and led them down this arcade path, and then had it fail because you guys didn't want the business, that would have been really bad for us. ▲

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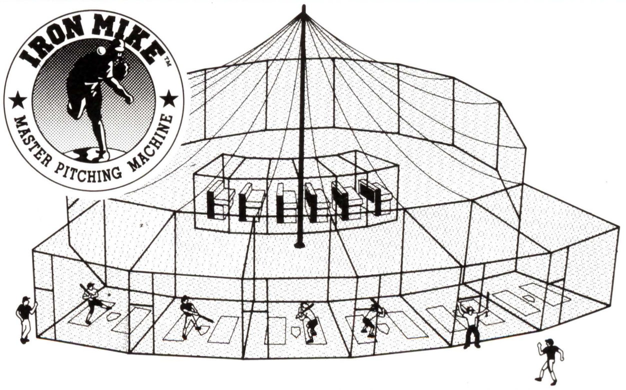

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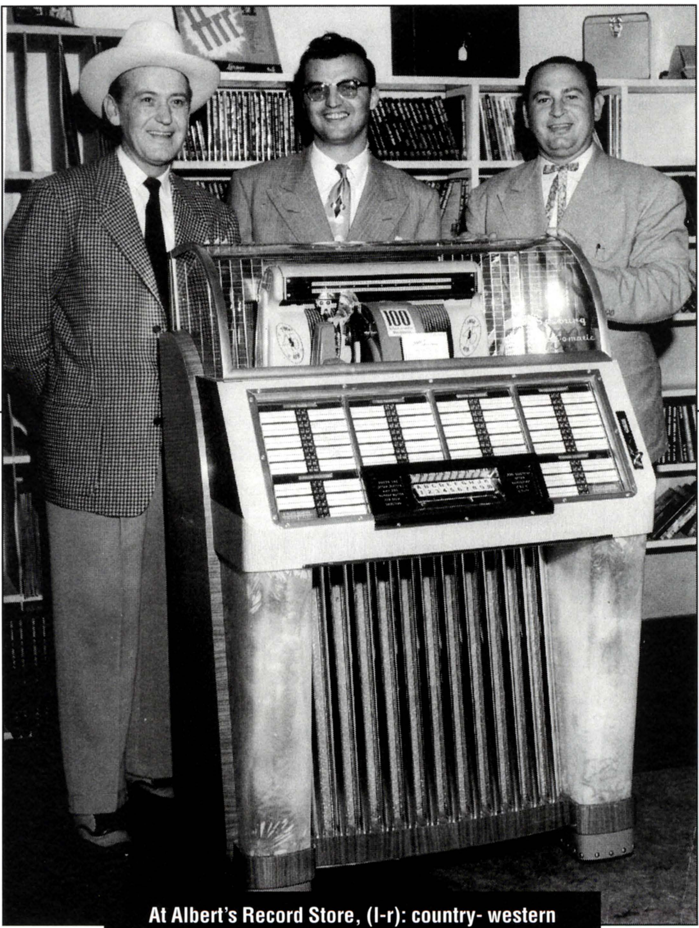
CENTURY
CLUB

STAN CHILTON

reflects on his life and times as a Midwestern operator



At Albert's Record Store, (l-r): country- western star Red Foley, Stan Chilton, and the store manager by the Seeburg *Model C* (1951-52).

Honesty, integrity, and *modesty* are the three words that come to mind after spending time with Stan Chilton of Chilton Vending and Billiards in Wichita, Kan. Stan has nothing but kind words for fellow coin machine operators in his area.

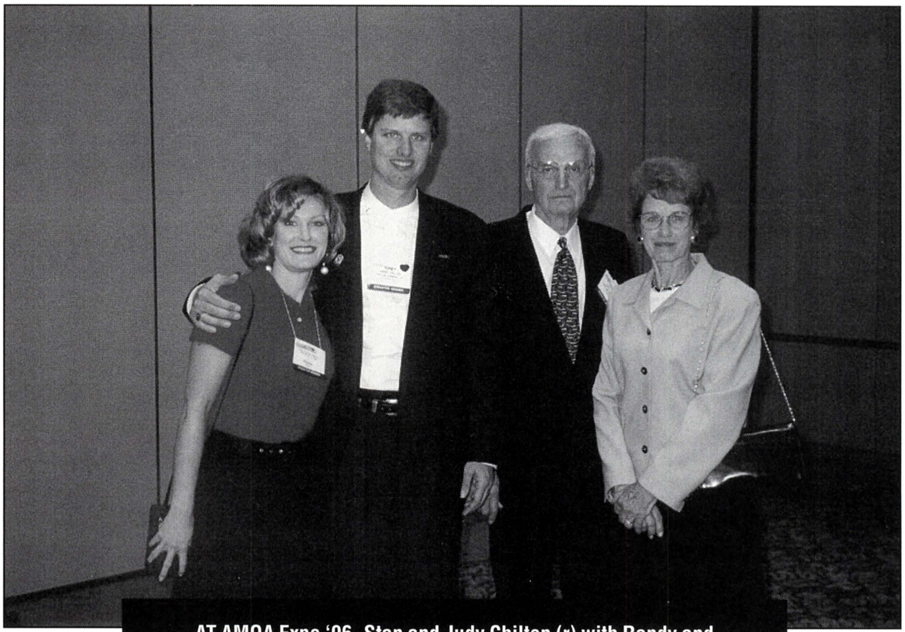
"The people in the coin machine business today are not only keen competitors, but they are also some of the finest people we know," he said. "They are honest, trustworthy, and men of their word. People like Homer Morgan of Automatic Music & Vending, Mark Blum Jr. of United Distributors, and Ted Maisch Jr. of C.M. Distributors." Three of the largest Wichita operators are father/son businesses.

Typical of Stan's special relationship with his competitors is a phone call he made to Homer Morgan for a political contribution. Homer replied, "Always count me in for whatever amount you need, but if it's over $1,000 you'd better call me first."

Stan has crossed the 50-year mark of industry service. He even has a certificate that the late Bill Gersh distributed long ago to industry members who would be in the business five decades by the year 2000. Gersh called it the 2000 Club, a forerunner of the Century Club as we know it today.

At the moment, Stan is probably best known as the father of Randy Chilton, AMOA's 1995-96 president. He is proud of his son's accomplishments and can't say enough about the youngest member of the Chilton clan: "Randy is an asset to our whole industry. I'm proud of that young man—he is sharp and presents himself well. He has taken our company into the Technology Age with the hammer down."

BONNIE THEARD



AT AMOA Expo '96, Stan and Judy Chilton (r) with Randy and Deanna (who were wed Nov. 23).

Few people in the industry may know that Stan started out in the business helping his dad Jess with a small penny peanut machine and pinball game route around 1937 (J.E. Chilton Amusement Co.). Jess delivered fresh produce for a grocery supply company and knew everyone in the local restaurant business. According to his own description, by the time he was 15, Stan had "monkeyed around with the machines and became good at fixing them." It was during this time that he developed an abiding love of pinball games.

Stan worked free for his dad first, then took a paying job with another operator. One of the games he worked on at the time was Exhibit Supply Co.'s *Rebound* (1940). Next he worked at a model airplane shop. His interest in aircraft went back to elementary school days when he started building model airplanes.

Determined to get into the air somehow after the outbreak of World War II, he tried to enter the U.S. Air Force but was turned down because he is colorblind. Next he volunteered for and was accepted into the ranks of the U.S. Army Paratroopers.

The plan was for Stan to team up with his dad following the war and add jukeboxes to the pinball route. When Stan was discharged form the army in 1946 his dad was stricken with lung cancer and died that June. For a short time Stan maintained the pinball route for his mother. "No one would lend me any money to buy the business," said Stan, until tavern owner Kelly Sorters of Kelly's Tavern gave him $5,600 to buy the whole lot—15 pinballs. His first year in business (as Music Service Co.), 1946, he made a total of $2,000. "It was pretty slim pickin's for a while," he said.

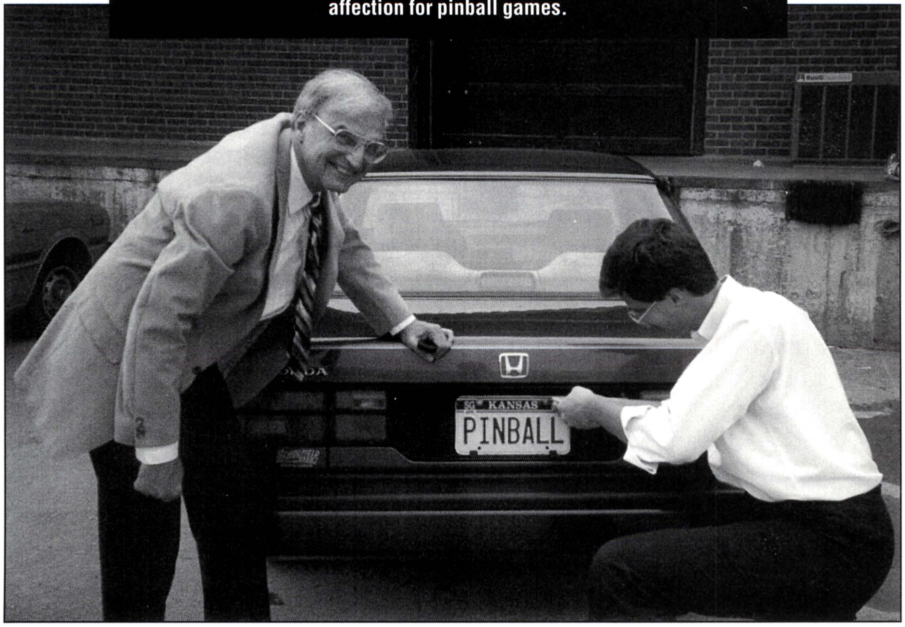
Stan was a one-man show until 1950 when he hired his first employee. "By this time I was in the jukebox business as well as pinballs, with some shuffle alleys by Chicago Coin. I bought machines from a local distributor, Mark Blum Sr., who financed them for me. I scraped together all the money I could to buy the first flipper pinball, *Humpty Dumpty* (1949)." It remains one of his favorites to this day, along with the later Williams' *Flash* (1980).

Another memorable game of the early days included Williams' first pinball, *Suspense* (1946). "I could only afford one of those," said Stan, adding as an aside: "The only thing that has outstripped inflation is automobile prices."

Stan was not alone in these early days. While on furlough from the army in 1945 he had married his next door neighbor Judy. She was a secretary and spent many hours typing title strips for jukeboxes after her regular job.

The next big step was moving into a 5,000-square-foot facility built by a friend. Stan referred to it as "a super nice facility where we could display our games." By 1970 the company had

In 1987 Stan and Randy install a personalized license plate that shows affection for pinball games.



Open Now
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The new office of Chilton Vending & Billiards at 300 S. Topeka features a Randy Chilton idea: 15 light globes that resemble pool balls.

expanded to 10,000 square feet and Stan had acquired another local operation or two.

"I had a couple hundred jukeboxes by 1971," explained Stan. He still has a Seeburg *VL 100* 1955 model. "One of the operators I bought out had cigarette machines and I was sort of forced into that business. I was not in favor of cigarettes because of my personal experience with my dad's cancer, but some locations wanted the jukebox, pinballs, and cigarette machines from one company. If you didn't provide them it was conceivable that you wouldn't get the new location."

Soon other interests beckoned and Stan sold out to the vending firm Interstate United and entered the real estate arena building shopping centers and apartments. He also ran for political office as state representative in 1976, coming up shy 175 votes at the end. "I was the only candidate of my party to ever come that close," said Stan. His political friendships would stand him in good stead later.

While real estate was a challenging business, the revenue was erratic. "You made your money in chunks," he said. That fact, combined with requests from former customers that he re-enter the amusement business, Stan changed careers. "Chilton Vending as it is today started from scratch in 1978," confided Stan. "Interstate had sold what was left of my original business. But I was fortunate to get a lot of my old customers and employees back." One of those long-term employees is Sam Powers, who has been with Stan for 30 years.

Today the company employs a staff of 35 to 40 and occupies a 40,000-square-foot building. Retail billiards, which was added five years ago at the suggestion of Tami Norberg-Paulsen of C & N Sales in Minnesota, takes up a 14,000- square-foot display area that includes 25 pool tables, accessories and light fixtures, barstools, Coca-Cola memorabilia, oak bars, and game tables and chairs.

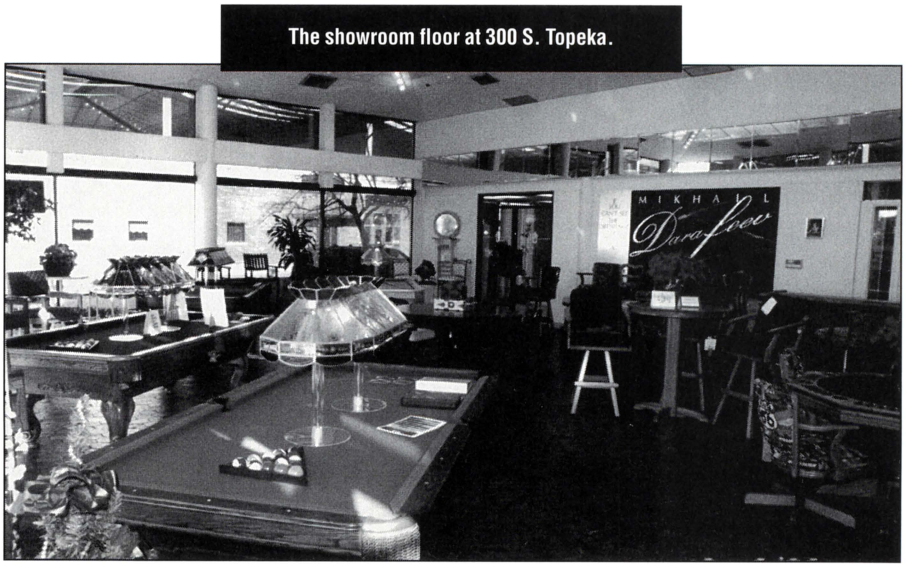
"After you've operated coin-op pool tables you're not afraid to go into the pool table business," said Stan. "You're not a stranger to it." The company recently received the Brunswick national Most Improved Dealer Award for 1995.

Another big part of the company is its crane operation, which began in 1985. "I'm a very cautious guy," said Stan, "and I wanted to be sure cranes were legal in Kansas." To that end he obtained a written ruling from the local district attorney and state attorney general. Before expanding beyond Wichita he contacted authorities in other counties to let them know his cranes were considered legal. He said, "This way, we avoided any problems before they came up."

Stan took over supervising the cranes a year ago. "Sometimes you get away from the basics," he said. "The good news is our cranes are up 40 percent." He attributes that success to micromanaging the staff and the product: careful follow-up day-by-day and checking and re-filling each crane three to five times a week.

"Cranes are more product-driven than anything else," he adds. "The redemption ratio percentage of winners is also important. Underlying all that is a machine that works and is clean and attractive, but you reach your potential with your product, a winnable product. You've got to have winners. If a crane gets out of adjustment and it's too difficult to win, play will drop and it will take 10 times as long to get your play back."

The showroom floor at 300 S. Topeka.



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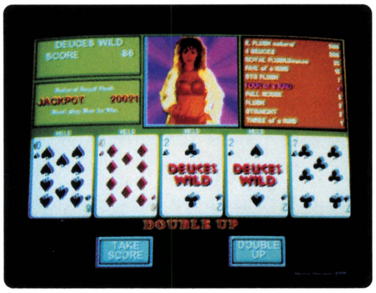
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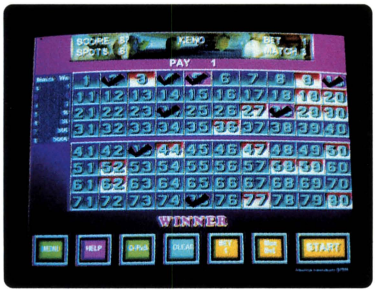
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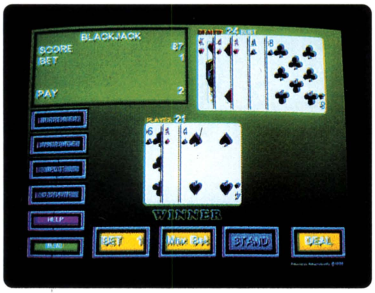
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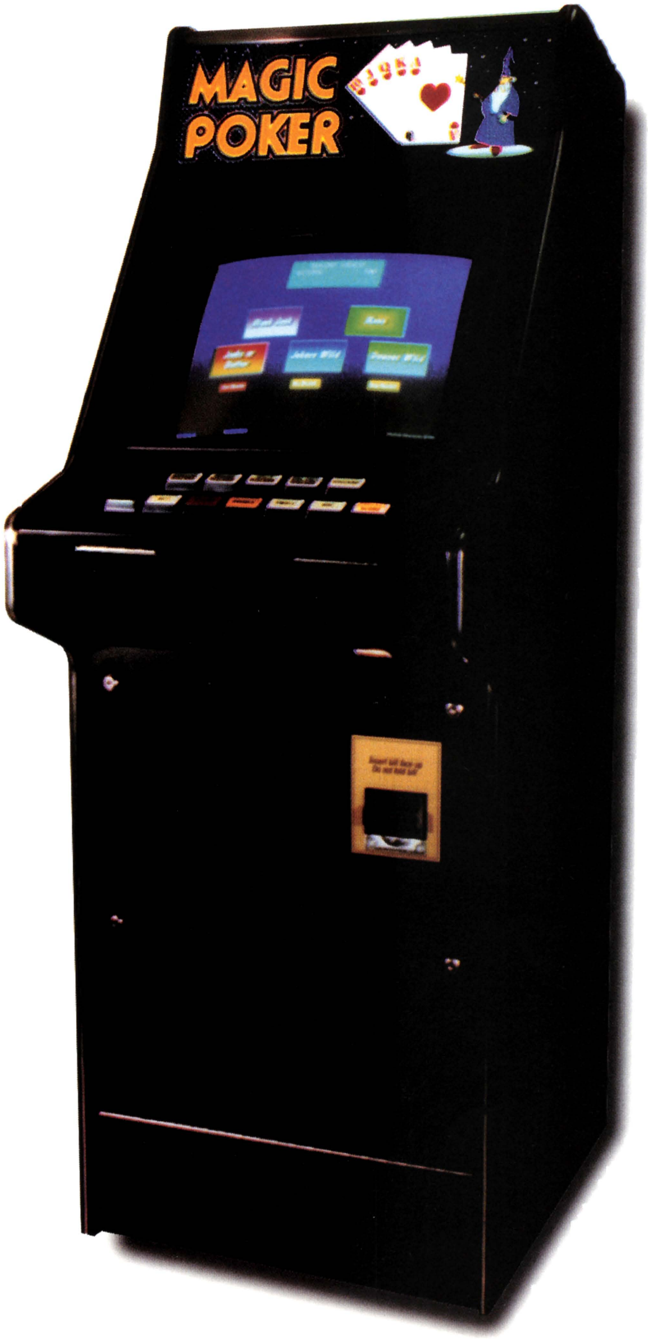
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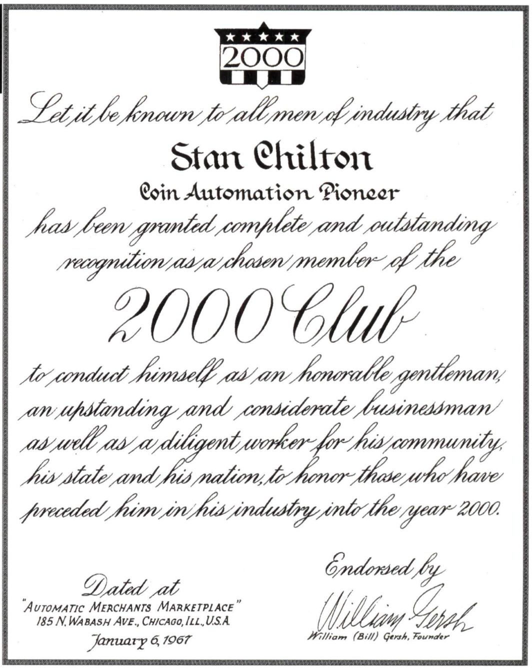

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Bill Gersh issued this 2000 Club certificate to Stan chilton on Jan. 6, 1967.

Stan remembered attending carnivals where he never saw anyone win a prize. "Today we go through 25,000 to 30,000 toys a month. Close to half our cranes are set at 50 cents with licensed product of a good size. We have a smaller amount of jewelry cranes. Cranes account for close to one-third of our company's total revenue."

While out on location filling a crane, Stan was heartened to hear this comment from a player: "If it doesn't say Chilton Vending on it I don't play it."

Redemption also figures prominently in the company's game plan. The most recent redemption location serviced by Chilton Vending is Worlds of Fun Amusement Park in Kansas City, Mo.

Stan will turn his attention to pinballs next, an area where he acknowledges the industry is "struggling nationally." Stan has a long history of operating and testing pinballs, among them the first two pinballs from Atari: *Airborne Avenger, (*1977) and *Middle Earth* (1978).

"The pinballs today, the technology, has outstripped the player," he said. "I think we may have shot ourselves in the foot with automatic percentaging. We're going to go back to manual scheduling and see what happens."

Does Stan consider the amusement business any harder to be in that yesteryear? "The business today is tougher than it has ever been," he reflected. "We operate more efficiently and better than ever before, but the thing that's really hurting our industry is the mindset of the 50/50 split. We need the dollar coin. We need better percentages. Some of these customers have thought about 50/50 so long it's difficult to change. I know the business is down. How can the average operator pay $5,000-plus for a machine that probably won't gross $50 a week after seven to 10 months? He won't go out and buy it if he can't pay for it."

Stan's political side came into play in the four-year effort to legalize video lottery in Kansas with coin-machine operator involvement. Stan spearhead-

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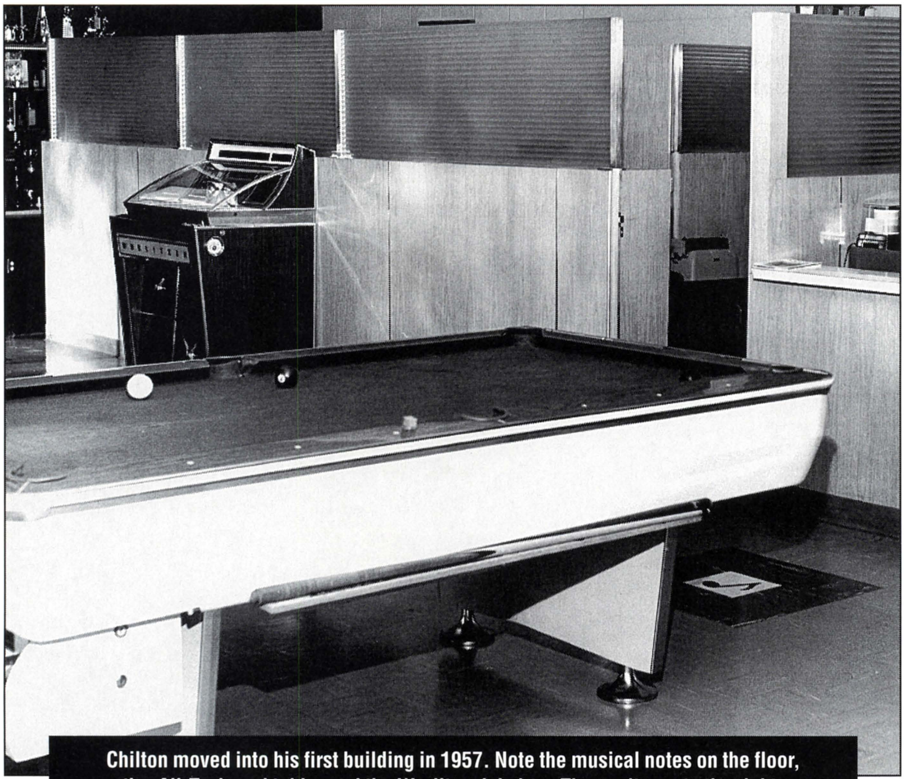

Chilton moved into his first building in 1957. Note the musical notes on the floor, the *All-Tech* pool table, and the Wurlitzer jukebox. The vaultwas to the right. The photo was taken around 1960.

ed that drive and authored a handbook,"Video Lottery, a Documented Primer," that explained video lottery and analyzed the benefits.

"I saw returns from Montana and South Dakota and thought that video lottery was a way to get the state to make a lot of money and keep taxes down," he commented. "I thought I could be effective. We run a really squeaky-clean operation and no one can take potshots at us. People still look down their noses at our industry, people who don't know any better."

Mo., and Kansas citizens would surely be crossing over to Missouri if that happened (Missouri did pass legislation authorizing riverboats which are now in full swing).

As the Kansas Amusement and Music Operators Association looked as if it had a bill or two going somewhere, outsiders began looking at the issue. Said Stan: "You get pretty close and the greed factor hits you in letters 10-feet tall. Groups were approaching locations to sign contracts and no bill had even passed."

> ***"People still look down their noses at our industry, people who don't know any better."***

Then-governor Joan Finney and then-lottery director Ralph Decker were in favor of the program. "We thought we really had a good shot at getting video lottery," said Stan. It was about the time that riverside casinos were being proposed in Kansas City,

After all was said and done, video lottery was not approved. Opposition came from all sides: race tracks didn't want anyone else but themselves to have video lottery, the state lottery subcontractor wanted to run the show, and some legislators were just opposed to gambling. A hefty 40 percent of the proceeds were going to go to the state, yet some politicians wanted to make it 65 percent!

What's the situation today? "Our position now is we're against the expansion of gambling in Kansas," said Stan.

"Others in the industry told us we'd be better off without video lottery, that the risks outnumbered the potential gain, especially long term."

The recent interest in family entertainment centers also gives Stan reason to pause. In the early 1980s he invested in a facility that combined games, billiards, and a restaurant. All signs pointed to success but it closed due to several factors, including the decline of the neighborhood. "It was a case of saturation," he said. "You run a lot of risks in FECs; be careful." Stan built six more of these FEC-like businesses before closing all of them by 1986.

What is he most proud of after so many years in the industry? "I'm proud of my family. My wife of 51 years, my son Randy for what he has done in the industry, and for the respectability of our industry. I'm proud of my daughter Linda and son Gary who is an attorney in Oklahoma. Also my grandchildren Jennifer and Olivia and my great granddaughter Ashlynn.

"The amusement business has been a good business for us. Our customers have the utmost confidence in us. We just try to do the right thing. We don't lose very many customers."

When giving advice to friends, one of Stan's favorite expressions is "always ride the white horse," like the heroes in the old Western movies. Stan's creed is to always be the good guy.

We couldn't help but ask when Stan knew Randy would be the most likely of his children to enter the family business. He said, "Randy started helping us a little bit in high school. When he went to Kansas University he asked for money like all students do. Then he told me if I sent him a couple of video games and a pinball game he wouldn't ask for money. Well, he put them in the fraternity house and they did very well. And he didn't call for money anymore." ▲

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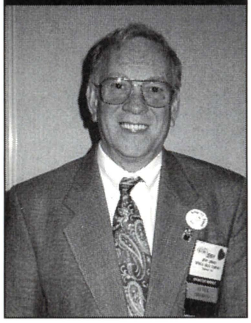


AMOA and AAMA have just been pulled over

JERRY DERRICK

We've all been there. While driving home on the same roads you've traveled for years, your car seems to be on auto pilot. You daydream about the million things you still have to accomplish before you turn in. All of a sudden you are being followed by a state trooper with his lights flashing and siren blaring.

Since your immediate reaction is to take your foot off the gas pedal, you look at the speedometer to guess what speed you were possibly going a few seconds ago. He doesn't want me, you think, as your heart jumps up into your throat and very deliberately you signal to the right side of the road, hoping he'll pass you and continue. But he doesn't. He wants you! On top of this he's looking mean, bothered, and the twin of Arnold Schwarzenegger as he approaches your car.

Which reminds me...

While Congress was on its summer vacation, a representative from Sen. Joseph Lieberman's (D-Conn.) office asked the AMOA staff to arrange a tour of arcades having video games in the Washington, D.C., area for a Lieberman staff member.

Accompanying him were Chris Hogan of AMOA's Washington office and Elliott Portnoy, on staff with the American Amusement Machine Association (AAMA). The day was more or less what we expected: Sen. Lieberman's staff member didn't see any stickers on games that would warn a mother, father, aunt, uncle, or babysitter whether their kids were being appropriately cautioned on the contents of the games they were playing.

Needless to say, Sen. Lieberman had spearheaded previous Congressional hearings on video game content and its alleged adverse affects on youth. Three years ago Congress gave our industry an order: "Regulate your industry or we will regulate your industry."

At that time both AMOA's president, R.A. Green III, and AAMA's president, Steve Koenigsberg, sat before Congress (not an easy or comfortable position) and explained to a committee—headed by Sen. Lieberman and Sen. Herb Kohl (D-Wis.)—the intricacies of the industry, our previous actions to do the morally responsible thing, and that together we would take the necessary actions to responsibly warn consumers on the level of graphic content of games.

AAMA asked its manufacturer members to submit a list of rated games they manufacture. AMOA's headquarters staff took the information received from each manufacturer, compiled the rating system, and publicized the rating system to trade publications and in our newsletter. We also produced labels for a responsible industrywide sticker program.

We were hoping this would diminish controversy—pending or otherwise—that some members were facing at the local level. Label requests came from AMOA members from all around the country. Those who utilized AMOA's sticker program at $1 per sticker have been satisfied. Many, however, are still waiting for the day when each and every game features a content rating on its attract mode.

As of this writing, AMOA has compiled the following statistics on Video Content Ratings:

Number of Ratings: 9
Number of Rated Games: 239
Number of Games Not Rated: 2
Number of Manufacturers: 23

Ratings:

Percent	**Rating**	**# of Games**
49%	Suitable for all Ages	118
20%	Animated Violence-Mild	49
14%	Animated Violence-Strong	33
4%	Lifelike Violence-Mild	9
9%	Lifelike Violence-Strong	21
2%	Sexual Content-Mild	5
1%	Sexual Content-Strong	2
1%	Language-Mild	2
0%	Language-Strong	0

Senators Lieberman, Kohl, and the U.S. Congress have given us all fair warning.

After their late summer visit to the Washington area arcades, all has been quiet. We attribute this to the Senators' concentrated efforts to assist their colleagues who are running in the November elections.

We anticipate renewed action to begin by Christmas. More specifically, the Senators are working with the national PTA to get their warning out. We need to be proactive in our determination to make this entire effort work for both AMOA and AAMA.

During the Japanese amusement industry's trade show (JAMMA), held two weeks before AMOA International Expo, members from both AMOA and AAMA were convincing in their recent Industry Summit Meetings to encourage many of the Japanese manufacturers to take this entire situation seriously. We believe—and hope—this time the message was clear and understood enough so that some funding, through AAMA, would be available to enhance the sticker program and include ratings in all attract modes.

AAMA is now developing its own stickers. These stickers will be supplied free upon request to either AAMA or AMOA members. More information on this program will be coming soon.

Whether your locations are in a dense urban area or miles apart in areas such as mine, we all need to request these labels. If we do not, we all could be looking at limits on certain types of games in certain locations and/or segregated gamerooms or other nightmares—and potentially costly—rules and regulations developed by government.

The lights are flashing and the sirens are now screaming at us all. We are sure to get a ticket and a huge, huge fine and...

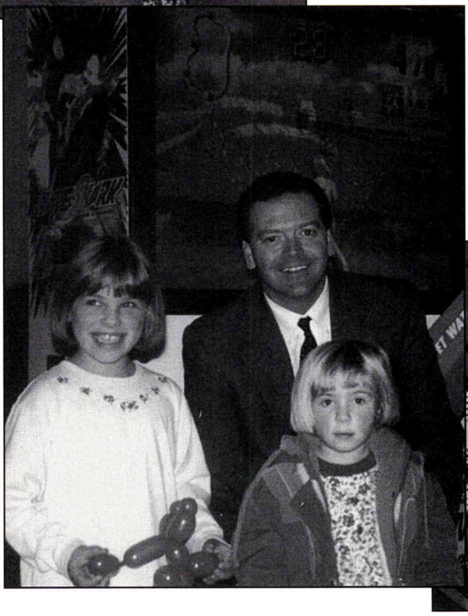
...Oh, by the way, my rear tail light was out and trooper "Schwarzenegger" was kind enough to warn me to get it fixed. I got it fixed before I made it home! ▲

It was "wild" at Mondial's open house

Mondial Distributing in Bensalem, Pa., held its post-AMOA open house themed "Wild West." Some guests got into the spirit, donning Wild West duds. Although Mondial noted that the Fun Expo kept some of the usual attendees away, those who did come were treated to a day of excellent new product demonstrations, great food, and spectacular giveaways.

"Family entertainment is always a guarantee at a Mondial open house," noted Chris Vecchione, who himself recently welcomed a new addition to his family.

Clowns, balloon artists, and pony rides provided the kids a day they will certainly remember. Vecchione and sales manager Jim Kelly dressed the part, as did other staff members. "It's always nice to see our customers and be able to offer them a memorable day, while giving them a chance to view the latest equipment or see it again if they were at AMOA," noted Vecchione. ▲



Top: Mondial's Jim Kelly (l), Chris Vecchione, and a clown "horseing' around as they supervise the pony rides that the children loved. MIddle: Konami's Darren Decatoire (l) talks with Epic Amusements' Vince Tecce and Mondial parts manager Rose Pagano. Bottom left: This youngster couldn't get enough of Namco's *Aqua Jet*. Bottom middle: Kids had the best time of all. Here the Boyer kids of Bowlrama wait their turn on *WaveShark* with Konami's Darren Decatoire. Bottom right: Uneek Enterprises' Alan Witsen watches an "expert" play Konami's *Winding Heat.*

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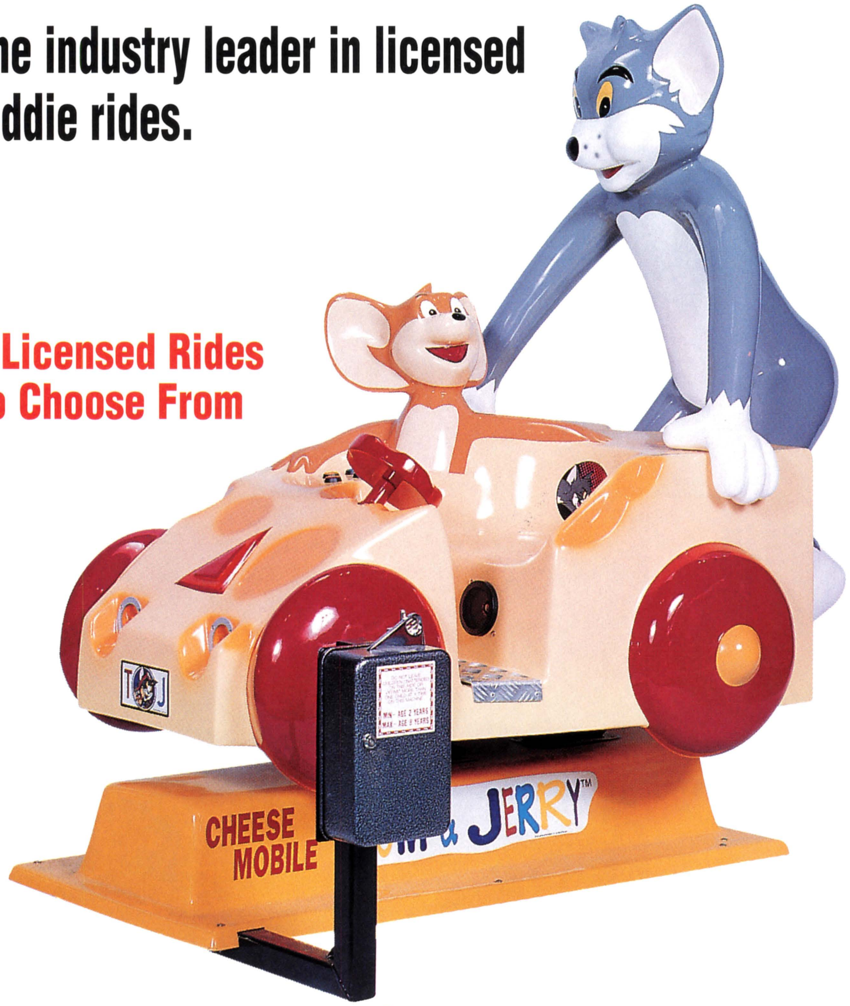

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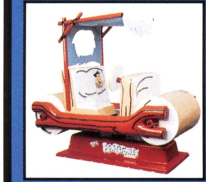

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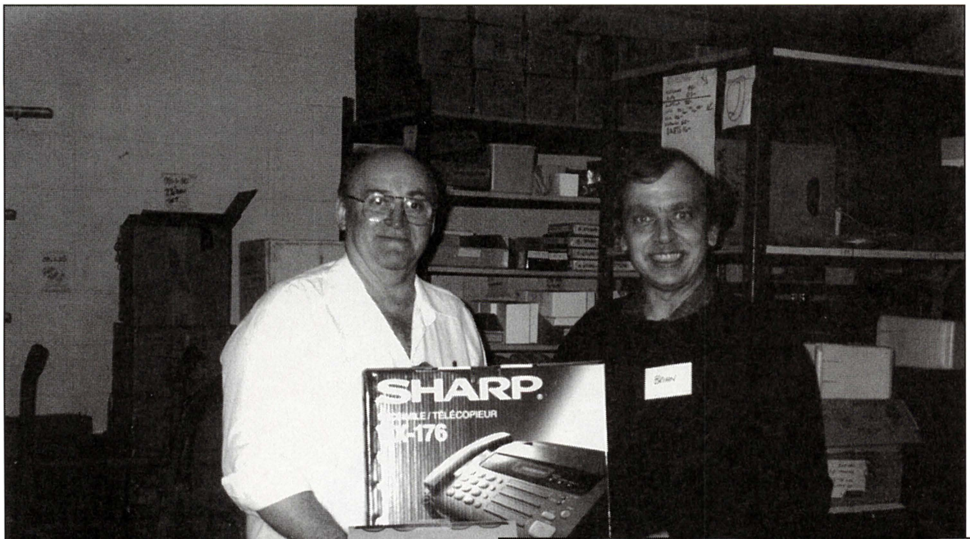

Brian Woodside (r) of Calgary won a fax machine presented by C.A.G.S. president Brad Weiss.

The C.A.G.S. staff, (l-r): Eva, John, Donna, Colleen, Steve, Heather, Dennis, Ed, Brad, and Barry.

Canadian Amusement Game Supplies, Burnaby, B.C., held its fall open house in mid-October. The theme was plush cranes and the "stuffed cuties" were abundant.

Jim Dupree of Smart Industries presented an informative seminar on the ins and outs of cranes, including presentation of plush.

Jim also covered Smart's *Hollywood Photo Booth*, which is generating a lot of interest. Jim's seminar proved to be so popular that it was moved to the warehouse from the normal seminar room.

Attendees at the open house enjoyed refreshments, food, and colorful decorations while dancing girls had everyone buzzing. Door prizes ranged from fax machines to bar refrigerators courtesy of Smart, NSM, Dynamo, Valley, Wells-Gardner, J&S Sales, and Specialty Mfg. ▲

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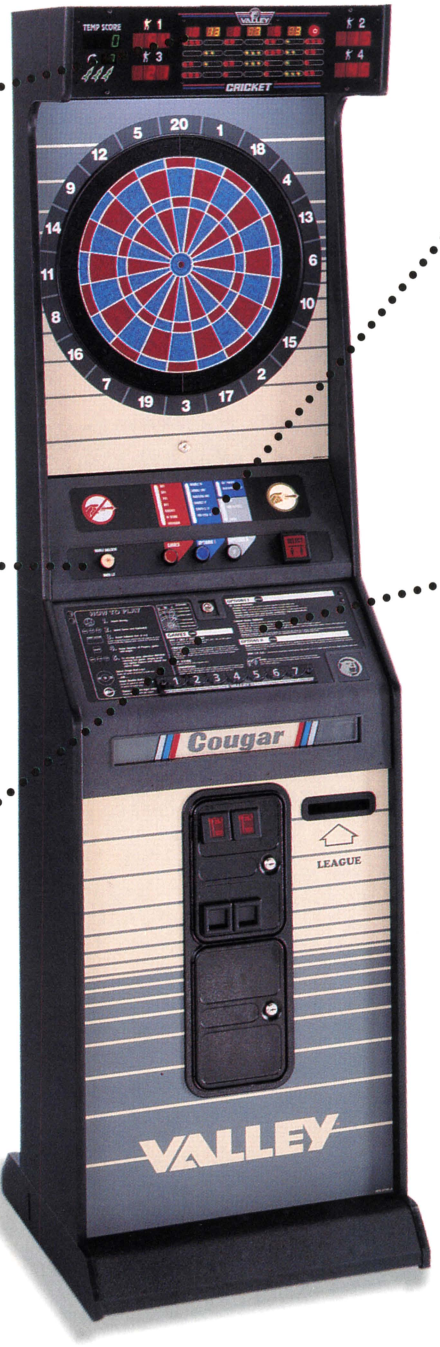

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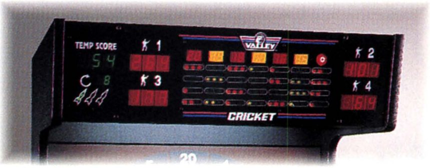

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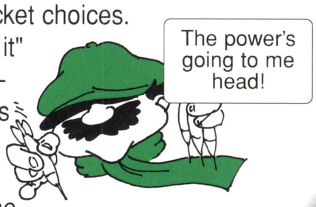
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Music-Vend hosts its post-AMOA open house

Music-Vend Distributing hosted an open house for its customers and factory representatives in early October and were pleased with the turnout.

Music-Vend customers came for the day, enjoying refreshments, good conversation, and a look at the latest equipment. "Operators are cautious about what they are buying, but with the slate of new equipment we've seen lately, they are taking some serious looks," noted Music-Vend's Steven Levy.

Adding to the event were a bevy of door prizes donated by the manufacturers. "We are always grateful for the support we get from manufacturers and our customers enjoy talking to them other than during the hussle and bussle of a major trade show," Levy added. ▲

From top: From left: Charlie Galante of Music-Vend welcomes Steve Kassuhn of Star Darts and Brian Duke of Aristo.

Bulldog's Michael Bushore (r) look on as Joanne and Jeff Timm check out Incredible Technologies' *Golden Tee 3D Golf*.

Derryl DePriest (l) of Atari Games chats with Rob Fortney of V.S. Amusements.

Aristo's Brian Duke (c) enjoys a conversation with Nick Chigaras (l) of Apollo Amusement and Don Jubinville of Your Other Tech.

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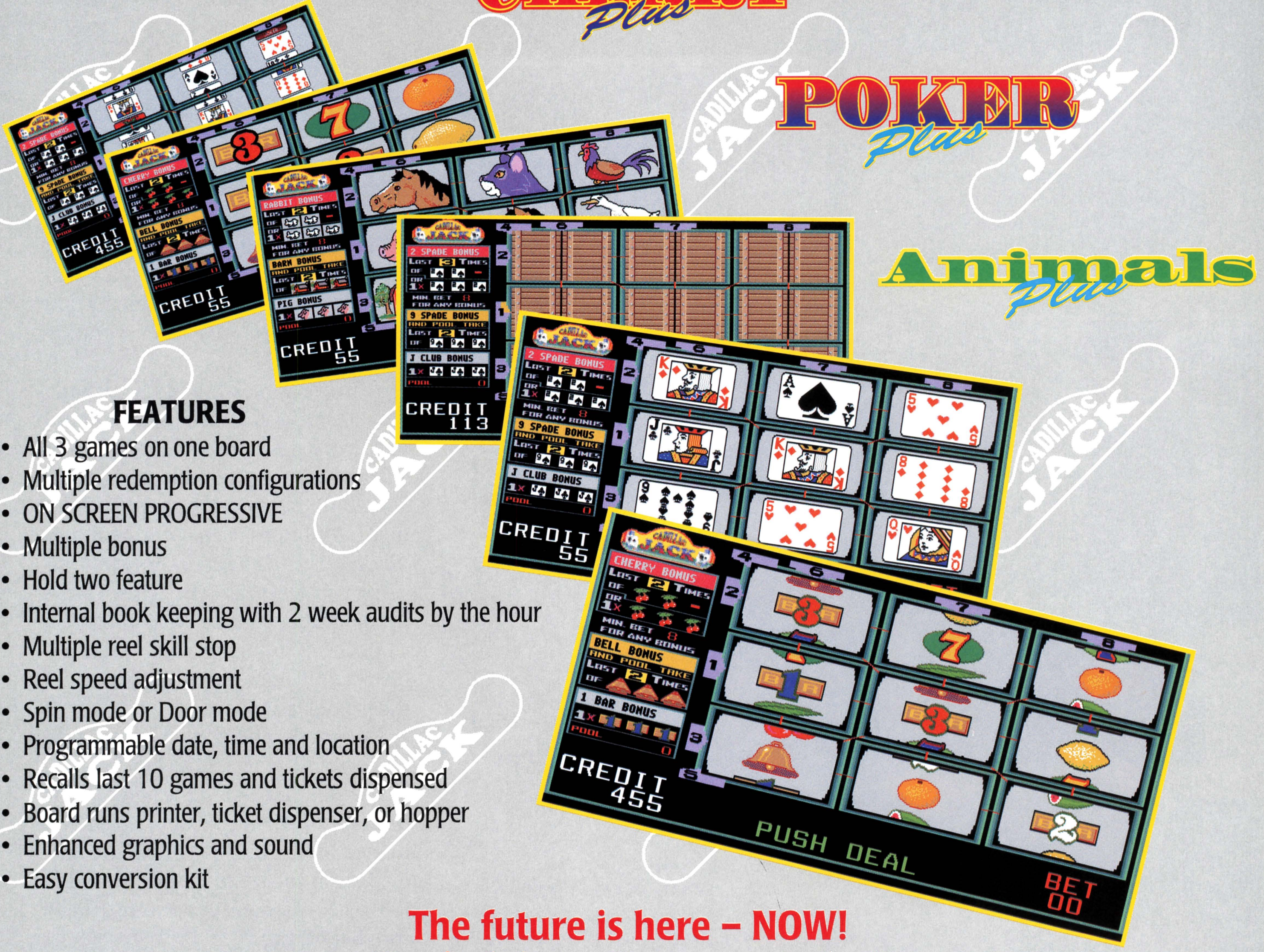
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Betson Pittsburgh goes Bavarian for its open house

Williams' Lenore Sayers, who took first place in the Oktoberfeast '96 yodeling competition, gets down to business as she shows off *Cruis'n World*.

Rick Rochetti of American Sammy is all smiles over the new *Key Catcher* game as he shows it to JAM Vending's Marilyn Fairgrieve.

Don Liberatore (c) of Canonsburg Amusement gets an update on the Aristo System from Paul Wiedereanders as Betson's Lou "Hans" Larson looks on.

Jim Tartal (l) of Zucco Music takes a photo moment with, (l-r): Betson's Lou "Hans" Larson and Bob "Franz" Busche, John Hytla of Good Times Amusements, and Jim "Otto" Wittler of Betson.

Lois (l) and Wendy Hoffman of Raymond C. Hoffman Co. check out Merit's new Megatouch Super IV software.

Betson's Lee "Werner" Ivory (l) does his vending thing with Bob and Lora Lindberg of Snac-Time Vending.

Betson Pittsburgh decided to theme its open house on the popular German holiday, Oktoberfest, calling theirs Oktoberfeast. Over 100 companies joined Hans, Franz, Otto, and Werner (also known as Jim, Lou, Bob, and Lee—the Betson sales team) for the release of hot new products and a mini pre-NAMA for vending customers.

A variety of simulators, driving games, and touchscreen equipment for street operators was displayed. The crowd was treated to a review of some of the finest coin-op equipment: Williams' *Cruis'n World* and *TouchMaster* countertop, Rowe's new popcorn vendor and the *Venus* phonograph, Merit's *Megatouch XL* CD rom countertop, and Williams' *Scared Stiff* pinball were only a few of the products shown.

Of course, no Oktoberfeast would be complete without the knackwurst, bratwurst, and kielbasa, which was the fare of the day. There was even baked ziti for those "Italian" Bavarians! As a memento, each attendee left with his own beer stein (that's root beer stein).

The festival hall (that doubles as the warehouse the rest of the year) was decorated with flags from around the world, corn stalks, pumpkins, and hay bales to set the mood. Door prizes included discount values from many of the manufacturers represented, along with TVs, VCRs, and CD players all graciously donated by those same equipment manufacturers. ▲

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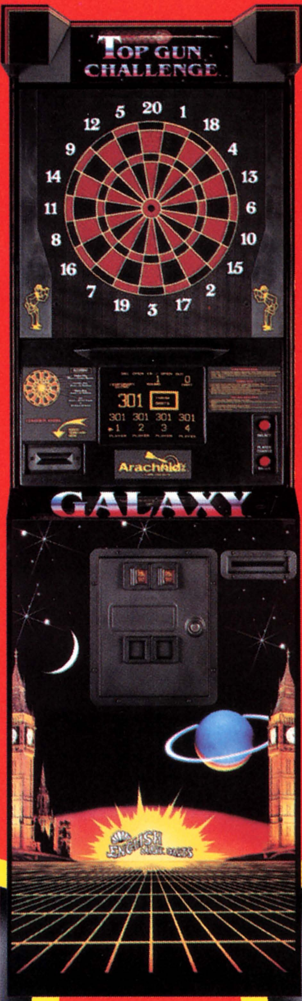

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BETSON PHILADELPHIA draws big crowd

Betson Philadelphia Distributing's general manager Irv Spinak reports that the company's Oct. 5 post-AMOA open house was a huge success.

"We had a spectacular turnout of 300 people," said Irv, "many of whom brought their wives and other family members." In addition to seeing all the latest games, such as *Cruis'n World* by Midway, *X-Men vs. Street Fighter* by Capcom, and *Gunblade NY* by Sega, they also enjoyed a buffet and won door prizes. "A good time was had by all," said Irv.

From left: Ken Kavalkovich and his son of Turczyn Vending; Bob Dipipi of Betson Philadelphia; Rachel Davies of Williams Bally/Midway; Brian Kopf of Betson Carlstadt, N.J.; and Joe Moffett of Betson Philadelphia.

From left: Sherman Smith of Smith Amusement, Sheila Markley of Betson Philadelphia, Joe Moffett and Sarah Younkers of Betson.

STREET FIGHTER

Ron Malinowski (l) of Capcom joins Bob Dipipi of Betson (c) and Evan Wessel of Mercury Amusement by *X-Men vs. Street Fighter.*

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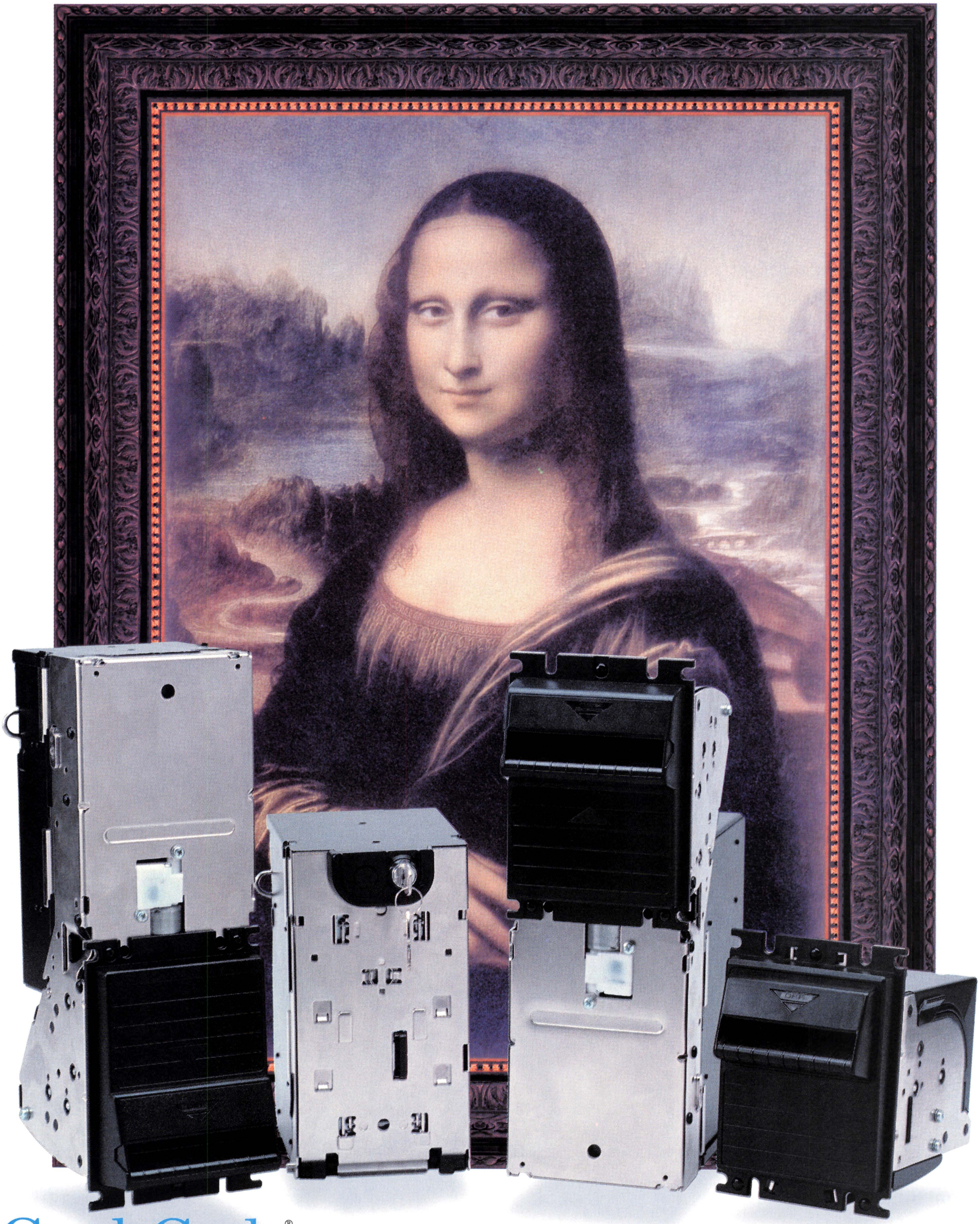

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Atlas Distributing calls open house best ever

Despite a day that had all the earmarks of a really bad day: rain, gloom, street construction, threats of the water being shut off, Fun Expo booming out west, and factory representatives outnumbering operators 40 to one, Atlas' open house turned out surprisingly well.

As the sun and lunch appeared in the afternoon the place started to hop and operators came in droves. Sales were brisk, but it was noted that operators focused more on the economical equipment.

Atlas' Alan Zeidman said, "This should be a red flag for manufacturers not to become so enraptured with glamorous deluxe simulators. They shouldn't forget about kits and more affordable merchandise designed for street operators."

He added that he knows that all operators love the big stuff, but with a location split, the return on investment sometimes just doesn't add up, at least, not quickly enough.

"On the upside," Ziedman continued, "some excellent single player drivers from Namco, Sega GameWorks, and Konami as well as a strong kit from Capcom drew considerable interest. Eyes lit up at countertops, wall games, phonographs, and the priced-right kit *Police Trainer*."

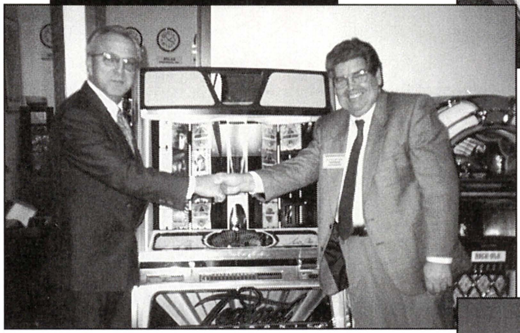
Operators were also able to see some great redemption equipment by American Sammy (*Ghost Train* and *Key Catcher*), Benchmark (*Big Haul)*, and Smart (cranes) to name a few.

"Holding an open house after AMOA is a good way for us as well as the manufacturers to listen to operators. Sometimes it's their comments that tell us where the industry is heading," said Zeidman. ▲

Yoshi Suzuki and Rick Rochetti are all smiles over American Sammy's surprise hit game *Key Catcher*.

Sam Kim and Sherry Hoekstra of G.L. Technology watch as Atlas' Jack Frugo plays a game of *Putting Challenge II*.

Mike Minor (l) of Atlas says hello to Rock-Ola's George Haydocy.



Atlas' Geno Guintoli (l) explains the finer points of a game to Larry Donovan of Recreational Services.

Sega Pinball's Joe Black (r) stops for a photo with C.C. Amusements' Chuck Goesel.

Namco's Anita Platacis shows Eiser Sales' Max Melch Namco's *Prop Cycle*.

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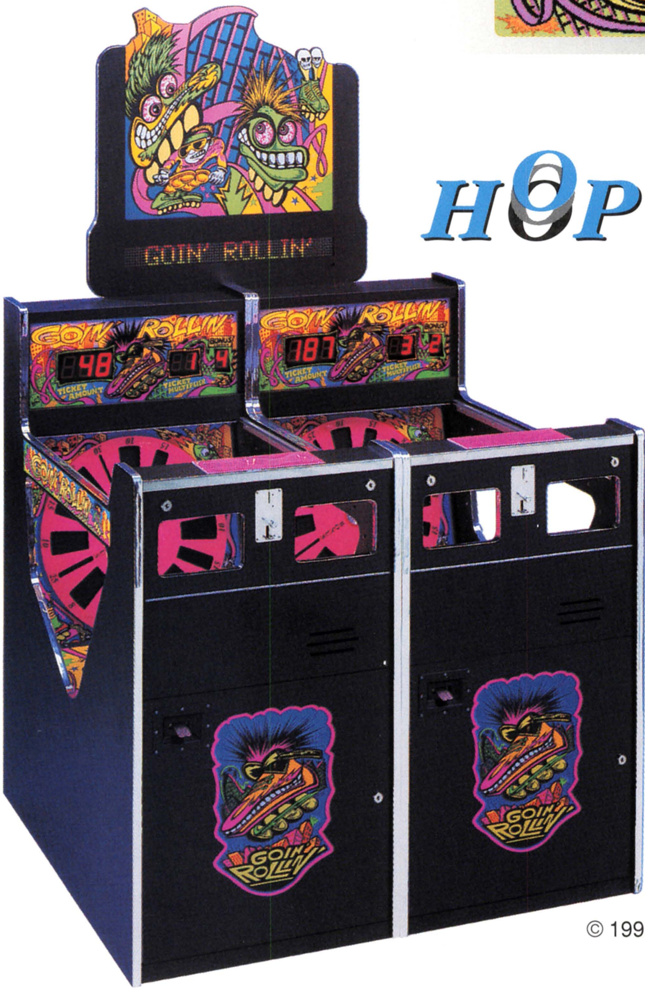
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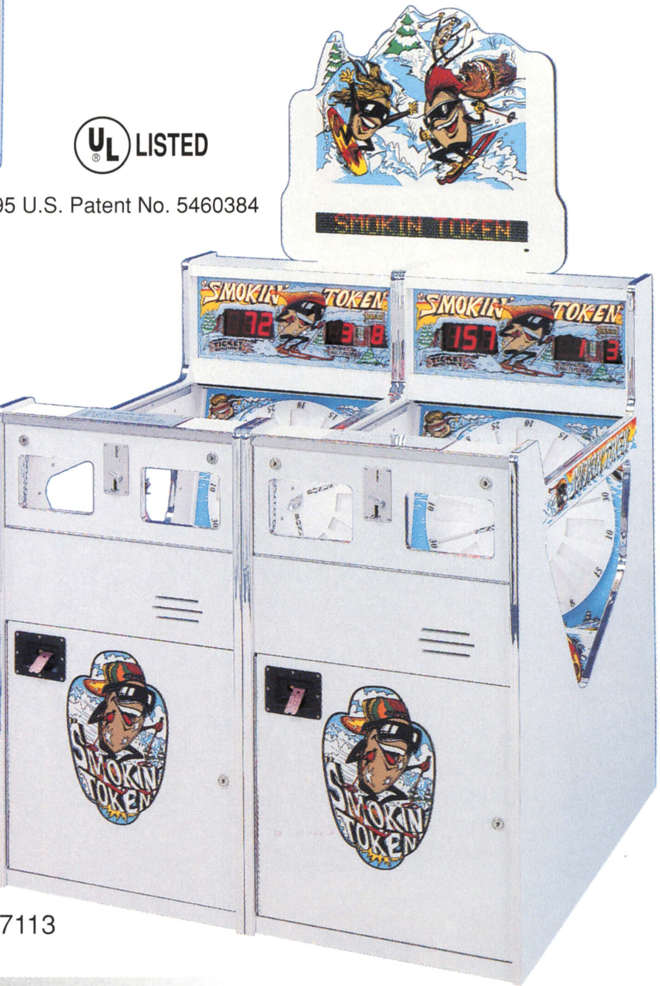
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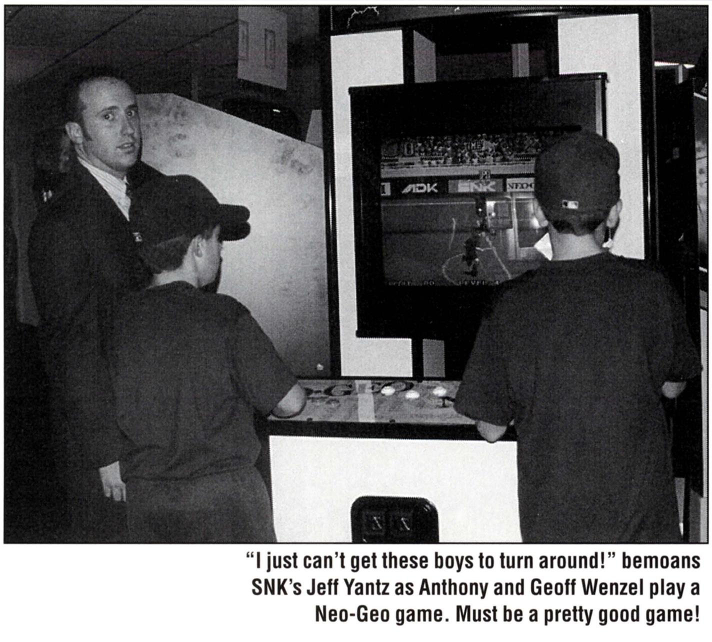
Betson New Jersey sees LARGE turnout

Betson's Brian Kopf (l) and Sega GameWorks' John Hill (r) watch Anthony Wenzel of Northeast Amusement enjoy a thrilling game of *Virtua Fighter 3*.

Betson Enterprises, Carlstadt, N.J., invited its customers and manufacturer representatives to a post-AMOA open house on October 9 and over 400 operators joined the staff for a productive day.

"Operators started coming at 11:00 even though the show started at 1:00," stated Joe Beston of Betson. "Anyone who thought the industry was dead certainly didn't feel that way when they left here, based on new equipment orders booked at the show."

The entire Betson staff said they were very pleased with comments they heard and orders they took. "Thanks," they said, "to the manufacturers for introducing some fantastic product and to our valued customers for attending our show." ▲



"I just can't get these boys to turn around!" bemoans SNK's Jeff Yantz as Anthony and Geoff Wenzel play a Neo-Geo game. Must be a pretty good game!

Hamming it up for the camera, (l-r): Namco's Tom Siemieniec, Betson's Bob Boals, Namco's Frank Cosentino, and Betson's Brian Kopf.

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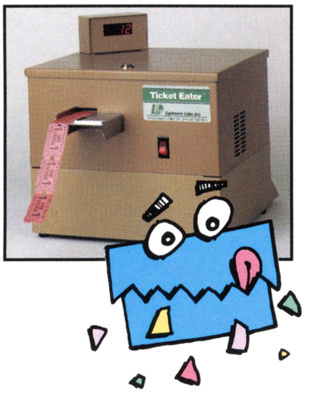

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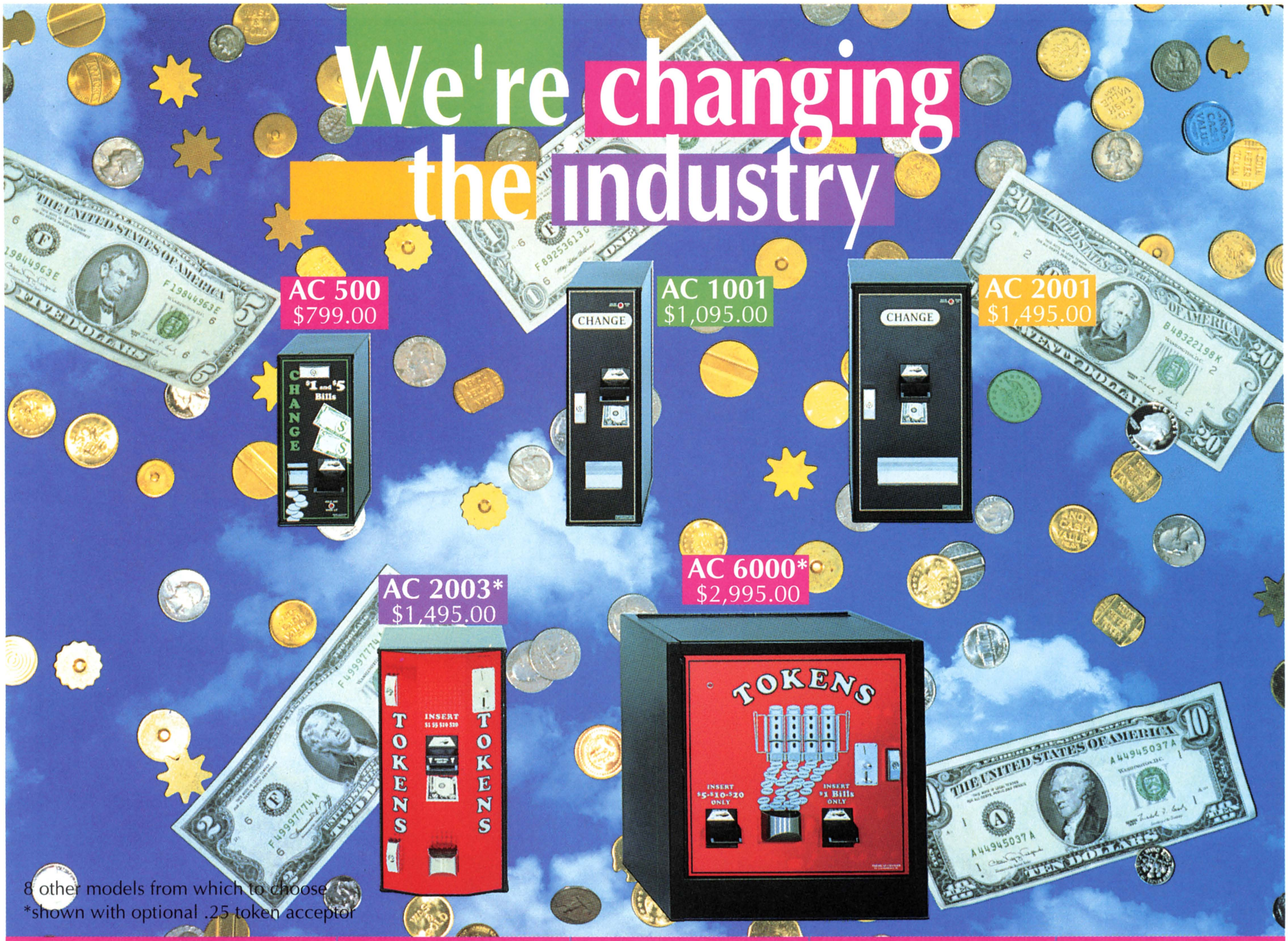
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Models	AC 500	AC 1001 / AC 1005*	AC2001/AC2003*/AC2005	AC 6000
Standard Capacity	600 quarters / tokens	1,600 quarters / tokens	3,200 quarters / tokens	12,00 quarters / tokens
Optional Capacity	1,000 quarters / tokens	2,800 quarters / tokens	5,6000 quarters / tokens	-
Payouts	hopper loaded quarter or token	hopper loaded, quarter nickel, dime or token	dual hopper optional .25 token acceptor	dual hopper optional .25 token acceptor
$1 Coin Payout	yes with a kit	yes	yes	yes
Validator Acceptance	$1,$2,$5, $10	$1, $2,$5,$10,$20	$1, $2, $5, $10, $20	$1, $2, $5, $10, $20
Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
Base and Header Kits	yes	yes	yes	base only
*Rear Loaders	no	yes	yes	no
Options Fronts	no	change or tokens	change or tokens	change or tokens
Optional Alarm System	yes	yes	yes	yes

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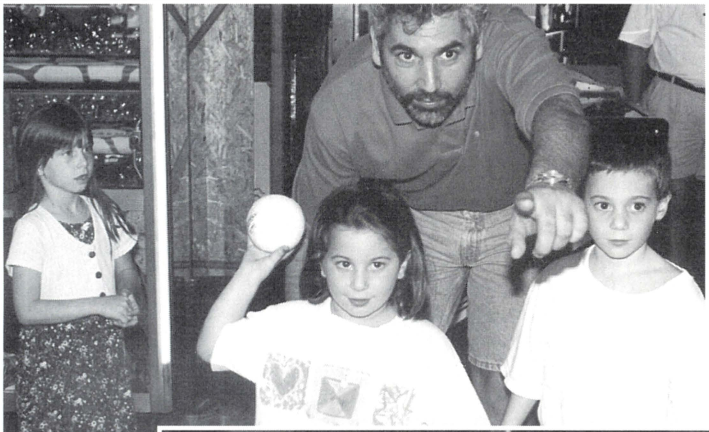
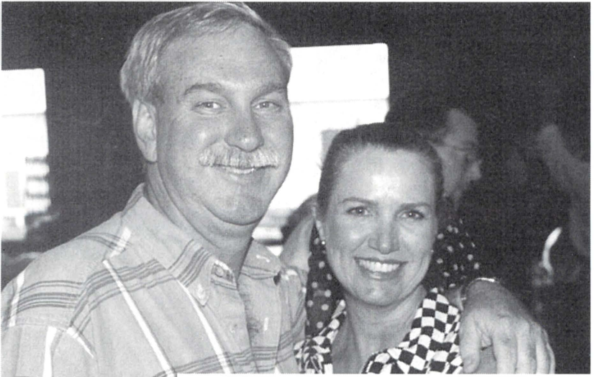
Birmingham hosts a SLAM DUNK open house





Photos from top:

- ❑ Namco's Tom Siemieniec looks just a little too determined to hit that dunk tank target. Wonder who was going to take the plunge?
- ❑ George Abate of Playtime Entertainment gives his children a few pointers on how to knock Charles Caplan into the water!
- ❑ From left: Darren Decatoire of Konami, Steven Toranto of Birmingham Vending, Rich Holley of Southeast Game Brokers, and Gary Gouse of Birmingham Vending.
- ❑ Dale Williams of Dale Williams Co. with his wife Jackie.
- ❑ Dave Myers of Merit with Greg Kania of I.C.E.

Birmingham Vending's Orlando office held what it describes as a "super open house" in early October, registering some 450 operators. Not only did operators get to play the latest games previously shown at AMOA, they also participated in contests on each game with an attractive prize.

Although operators enjoyed the competition on the games, the highlight of the event was the dunk tank. First in was Janet Goodier, followed by Charles Caplan and Gary Gouse. It was for a good cause, Give Kids the World, and several hundred dollars were raised.

"It was a great effort by our Orlando office," noted president Steven Toranto. "All of those present, including factory representatives, said it was one of the largest open houses they attended."

Charles Caplan, drying off from his fall into the dunk tank, added that "it was an excellent selling show." ▲

Mission Crane is ON A ROLL at bowling centers

While the skill crane has struggled in years past to find acceptance in the usual mix of family entertainment products, recent years have seen an increasing number of operators including them as part of their offerings in arcades and family entertainment centers.

Another venue that has proven successful for skill cranes are bowling centers, which are incorporating more activities to stem a downturn in the market. One company that has been able to effectively capitalize on this trend is Anaheim, Calif.,-based Mission Crane.

Paul Virgadamo, Play Meter columnist and president of Southeast Amusement & Vending in Tampa, Fla., operates Mission Cranes in his area and said that despite mixed reviews this year's movie *Kingpin* stimulated consumer awareness of the bowling industry.

"Coupled with a renewed interest in family night out and products like Mission's new generation of skill cranes, the future for family fun centers looks brighter," he added. "Good news for those of us who work in the industry."

As part of its group operator program, Mission locates high-traffic, high-profile locations, secures the necessary contracts, and builds skill cranes custom designed to fit the decor of the establishment. Then they train their operators on how to professionally merchandise, service, and maintain Mission skill cranes. Operators purchase their equipment directly from Mission Crane, buy all their plush (toys) from Mission's approved supplier, and maintain specific insurance limits and standards set and monitored by Mission.

To get a better handle on the growth of cranes in the bowling center market, we posed a few questions to Paul and Mission Crane founder and president Mike Lewis.

Play Meter: What makes bowling centers good locations for Mission Crane's program?

Paul: Bowling centers tend to be excellent crane locations due in fact to the wide demographic cross section of the population which visits them. Bowling centers' customers range in age from post-toddlers to senior citizens. In addition, centers have league play seven days and nights a week, where the same bowlers frequent the center thereby ensuring steady traffic on a regular basis.

Kevin Krauss, vice president of Strike & Spare Fun Center, and Paul Virgadamo discuss cranes at the Sunshine Bowl in St. Petersburg, Fla.

Play Meter: Are there certain bowling centers that are more advantageous for cranes than others?

Paul: Over the past decade the bowling industry has been going through a major shakeout. With increased competition for the discretionary entertainment dollar, many centers have been forced to close their doors. However, savvy proprietors who have successfully marketed and updated their bowling centers have gotten stronger. It seems as though the centers which have diversified into becoming true family entertainment centers by offering everything from billiards and games to bowling have done very well. In other words, the strong are becoming more successful and the weaker centers are dying. Obviously then, the successful placement of a crane in a center will depend upon whether the center itself is a successful entity on its own.

Play Meter: What types of considerations must operators take into account in bowling centers that do not apply to other locations?

Paul: Unlike hotels or truckstops where there is a constant traffic flow of different customers, bowling centers are usually located in towns or communities that are frequented by the same clientele. It is therefore critical that in order to keep the attention of customers and crane revenue maximized, crane plush must be marketed properly and rotated on a regular basis. Since Mission Crane selects a new plush mix every two weeks, this is but one reason why their program is a natural for bowling centers.

Play Meter: Is there an average crane player in terms of age and gender in bowling centers?

Paul: The average crane player in a typical bowling center is every age and gender, except for teen and preteen males, unless of course these young men are trying to win a toy for their girlfriends. I have also observed on more than one occasion senior citizens in centers who were literally addicted to these cranes, winning and saving plush. In some instances, the plush toys are given to grandchildren. In others they are saved and given to charity.

Key steps for success with cranes

1. Volume of the center
2. Crane location
3. Type of merchandise
4. Display of merchandise
5. Frequency of service
6. Rotation of plush

Play Meter: What merchandise does well in bowling centers?

Paul: The Mission staff takes a great deal of time and effort in the selection of plush specifically for their cranes. It has been our experience that Mission's selection consistently does well, due to both assortment and frequency of rotation. This is also very true of holiday periods due to seasonal plush items selected by Mission for events such as Christmas, Halloween, Thanksgiving, and Valentine's Day, among others.

Play Meter: Do certain of Mission's cranes do better in bowling centers than others?

Paul: All of Mission's cranes do equally well, as long as the machines are maintained and cleaned regularly, and plush is properly merchandised and rotated frequently. It is also extremely important that the cranes be placed in an area of the center that is a highly visible one. On the concourse, as close to the control counter as possible, is usually one of the best places, providing space permits. In this way the crane will be observed by all as they get their lane assignments and pay for their games prior to leaving.

Play Meter: Are cranes more profitable in bowling centers that have other coin-op equipment or one's that do not have other coin-op equipment?

Paul: Since almost all bowling centers today have some sort of coin-op amusement games, this is not a factor in the degree of success of the crane placement. More specifically, as previously addressed, some of the major factors involving the success of a crane within a bowling center are: the volume of the center, the exact location of the crane within the center, the type of merchandise and the manner in which it is displayed, the frequency of crane servicing, and the rotation of plush.

Michael Lewis, president of Mission Crane

Play Meter: Are there special maintenance or service requirement in bowling centers?

Paul: As per Mission's highly successful program, a crane should be stocked and serviced one day for every $100 of gross revenue generated in order to maximize earnings. In other words, if a crane were grossing $500 per week, the crane should be serviced five days per week. In addition, since most crane revenue within centers is earned on the weekend, Friday and Saturday service is essential.

Play Meter: Are there any regulatory issues involving cranes in bowling centers that must be taken into account?

Paul: There are no specific regulatory issues to cranes as they apply to bowling centers that I am aware of. However, in most instances, type and placement of amusement games are governed by state and city ordinances and it is advisable that before placing a crane in a location, the operator should check with the appropriate governmental agency to be sure to be in compliance. The cranes produced by Mission are manufactured according to California law, which in essence is probably one of the most stringent in the nation. This is to insure that the cranes operated in California are truly games of skill.

Play Meter: How does Mission Crane go about seeking out particular bowling centers?

Mike: We add new accounts on a fairly regular basis by field testing locations from time to time. We also consider our targeted markets and geographic base of operations. It will take a few years to reach our projected goals of coverage, so there will more than likely be plenty of opportunities for new operators as our base of account operations expands.

Play Meter: What is the initial start-up cost for new operators?

Mike: It varies, depending on the number of units the group operator is purchasing and which method the operator elects to acquire the equipment. We have made every effort possible to develop in-house financing to meet the needs of our operators, and since these financing decisions are made by our finance manager, we can provide very affordable and prompt financing options for our equipment.

Play Meter: Does Mission offer any kind of training program?

Mike: Yes, we provide extensive training on merchandising, maintenance, and administrative matters. Our introductory program takes two days, which includes real time spent on our own route with our service personnel, as well as comprehensive education on our equipment and data reporting requirements. Since 1989, we have prided ourselves on our unique approach to product merchandising, equipment design, manufacturing and operations staffing, and have recruited the finest people to administer our training program.

Play Meter: What is the purpose of the group operator program?

Mike: The group operator program was modeled after our own extensive route operations whereby the equipment, schedule of service, plush merchandising and accounting would remain consistent throughout the base of operations. When expanding across the country, we simply duplicate our own in-house program and properly train our group operators to maintain the image, service, and consistency that we, as a company, and our group operators, are very well respected for.

Play Meter: What is expected of Mission Crane?

Mike: We at MCSI, and I do mean our entire team, are in this business because we really love it, and as a team, we are expected to provide our customers, and our operators, with prompt, courteous service that's second to none. That's a tall order to say the least, but as our operators' base grows, and our new accounts come online, we continue to strive for harmony within our organization and particularly with respect to our group operators.

Our program depends on quality accounts, fair commission structures, state-of-the-art equipment, and service, service, service. While it's true that we are ultimately responsible for generating new accounts, corporate reports, and commission payments, our operators are just as important for our program. Our business future requires a properly orchestrated blend of all of these factors, none of which is less important than the other.

We push ourselves to provide new, innovative products and services so that our program will continue to grow and expand in areas of the economy that are virtually untouched. Additionally, our commitment to quality has opened a new chapter in equipment design and versatility. As a result we have recently received approval from ETL for safety on our full line of equipment, certification from National Games Laboratory as a true game of skill, and patent designations for current model designs and utility as well as new models that are currently being developed. All said, our goal is to exceed the expectations of our operators, and so far, it appears that we're right on target. ▲

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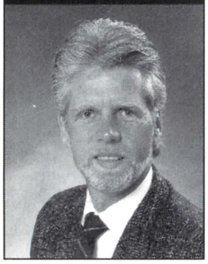
REDEMPTION REPORT



NOW *and* LATER:

REDEMPTION STILL A STEADY REVENUE FORCE

STEVE MCCAUL

Left: Redemption games, such as these at Putt-Putt Golf & Games in Mandeville, La., appeal to everyone.

Below: A bank of redemption games can have a major impact on your bottom line.

This issue is dedicated to the "Year in Review." I would like to address not only *this year* in redemption, but also cross the line into other areas that could affect your decisions regarding *the future* of redemption. In addition, I will share some ideas that could play a role in possible new business for your game centers and FEC operations.

Hopefully, we can look back and review what's happened in the past, good or bad, and improve the way we do business in the future. This way, we can keep our fickle customers satisfied and give them a reason to frequent our locations and spend their entertainment dollars again and again in our facilities.

Redemption is alive and well

First, let me say that redemption is alive and well and continues to be a steady force in bringing in revenue. Centers that understand how to percentage their game payouts, mark up their prizes at a reasonable profit, and keep up with fresh new product (prizes, etc.) have continued to invest in new and (some) used games to offer their customers.

Remember, the redemption business is not new—it is over 90 years old! It will continue to thrive if you understand how much work is involved and offer customers change and diversity, whether in terms of games or the most important part of the process—the prizes you offer.

This year will probably go down as the year that used redemption games flooded the market. As the saying goes, "One man's junk is another man's treasure." Many people have seen this situation as an opportunity and turned it into something positive: they are able to get into the redemption market at a very reasonable price.

It's unfortunate that some people get into the business of redemption and 1) don't really understand the process, 2) are misinformed as to how they should mark-up their prizes, and 3) don't know which prizes they should offer.

Again, the redemption business is very healthy and will continue to grow if you have a staff that understands the process and is willing to work hard.

Redemption manufacturers are still coming up with creative ideas for the redemption game market. Innovation and creativity are what make redemption a success. These same thoughts should go into your entertainment centers. A new decor with innovative ideas will entice your current customers (and new ones) to your centers.

A new wave of teenagers

This year, we have the highest population of 14-year-olds since the baby boom years. This wave of population growth is going to continue for many years. If you look around you will see that our elementary schools are bursting at the seams; middle schools are experiencing the same overcrowding; and now many cities and towns are struggling with the dilemma of how the high schools will accommodate all these students entering the education system.

These are our customers. If we can come up with ways to entertain them we will continue to stay in business. These same kids were the reason for the growth of children's entertainment centers in the past. There are still many children being born to support the younger market but, oh those teenagers!

We have to give serious consideration to how we can entertain this next wave of teenagers entering our marketplace. They are a sophisticated bunch and they will have the spending cash and the transportation to get to your centers. This is a large population to tap into, and if we can get this market into our centers during the week as well as the weekend, our weekday business will greatly improve.

These teens will be looking for something to do for entertainment. They are smart and uniquely educated kids who have been brought up with home market video game systems and home computers. They are savvy about the Internet. If we manage our centers correctly, we can capitalize on this market. Remember, redemption has no boundaries.

Maintain the family image

We must still portray ourselves as family entertainment centers. If you are going to look at the teen market, don't get caught up with this age group and cater only to them as we did in the past because this will only bring a negative reaction to our business. There will be those who will say that our games are attracting only problem teenagers. There will be some, but this is a management and parenting problem, not the industry's problem.

Centers I have dealt with that provide specially designated areas for the teenage market as well as the family market have continued to prosper through the ever-changing population trends simply because they have catered to all markets, not just one segment.

As we have seen in the past, this business is constantly changing and will continue to change in the future. You will always have to reinvest, entertain, and entice your customers to come back.

In future articles I will be writing about new ideas and concepts that will help increase your coin drop. Stay focused on your redemption market because it caters to everyone. This will give you the stable business necessary for success. You can then explore other avenues to keep your center exciting and profitable. ▲

Steve McCaul is a consultant and redemption specialist with his own company, Global Coin Equipment Exchange, in Kingston, Mass., (617)585-8600; fax (617)585-8399. He can also be reached on the Internet (global@pcix.com).

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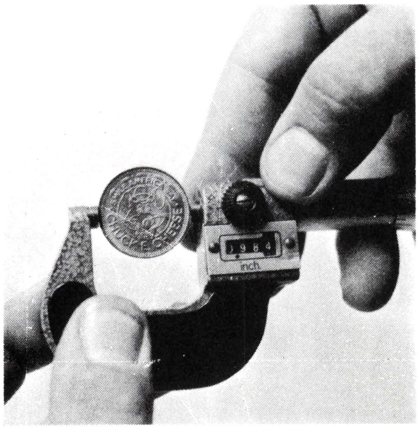

Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

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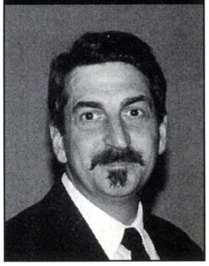


A Play Meter Monthly Exclusive

Understanding optical couplers, the "ELECTRIC EYES" of electronics

RANDY FROMM

"Man versus machine"

...The psychology of the challenge is irresistible to millions of video game players all over the world. They know the thrill of guiding a high performance sprint car around hairpin turns and of hand-to-hand combat against the world's finest martial artists.

The popularity of video games is undeniable. The reasons for this popularity have been the subject of much discussion among social psychologists, but one factor keeps popping up: video games enable the average person to have direct control of a sophisticated computerized adversary and, through the skillful use of eye-hand coordination, they can challenge (and occasionally triumph over) The Machine.

For the whole thing to work, there naturally must be a way for the player to interact with the computer. This is accomplished through the player controls. By manipulating the player controls, the video game player signals the computer to perform in various ways. The first commercially successful video game, *Pong*, used variable resistors called potentiometers (or pots for short) to control two video paddles that moved up and down the monitor screen.

Not too impressive by today's standards but revolutionary at the time. By rotating a potentiometer, the paddle was made to move (hopefully) in front of a video "ball," sending it back to the opponent's side of the court.

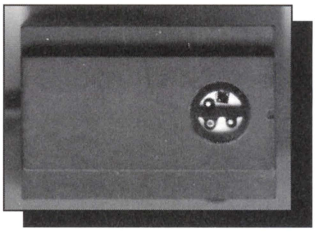
As video games became more sophisticated, so did the player controls. When Atari released its first driving game, *Gran Trak 10*, it also introduced us to the first player control to use something called an optical coupler. An optical coupler is a simple arrangement made of two electronic components: an infrared light-emitting diode (LED) and a phototransistor. A phototransistor is a light-operated transistor that turns on when light is shined upon it. Optical couplers use infrared (pronounced in-fra-red) light, just like your television remote control. You cannot see infrared light. To humans, it is invisible.

The light from the LED (also known as the emitter) in one side of the optical coupler shines across a gap and directly onto the phototransistor (also known as the detector) that is mounted on the other side. As long as the light is hitting it, the transistor is turned on. When the light is blocked by something in the gap, the transistor turns off.

The LED in the optical coupler is always turned on. It doesn't matter if the game is being played or not. The LED is usually powered by the +5 volt or +12 volt power supply through a current-limiting resistor. The cathode of the LED is generally grounded as is the emitter of the phototransistor.

In the case of the steering wheel, the optical coupler uses a pair of light emitting diodes to shine across a gap and into the lenses of two phototransistors. As the slotted "light hub" (as it was technically known) connected to the steering wheel passes between the light-emitting diodes and the phototransistors, the beams of light from the diodes were alternately blocked and passed through to the phototransistors, which in turn signaled the computer that you were turning the wheel and in which direction.

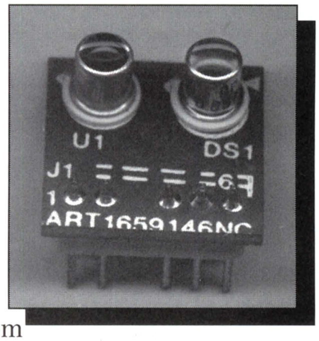
The optical coupler has been with us ever since and now makes up a substantial portion of the control inputs in everything from bill validators to pinball machines, jukeboxes, redemption equipment and, of course, video games. Optical couplers are also used as position indicators in many types of equipment outside the amusement business. Open any mouse (the computer type that is. The regular type have a tendency to get a little messy when you open 'em up!) and you'll find a pair of optical couplers; one for vertical and the other for lateral movement.



Today's optical controls

Two types of optical systems are used. The most common arrangement is as described earlier. That is to say, the infrared light from an LED shines across a gap into a phototransistor. The two may be combined into a single unit or mounted separately. As a technician, it is practical to note that when mounted as two independent units, they must be properly aligned so that the light "beam" from the LED (really a pattern of light) is pointed directly at and parallel to the opposing phototransistor.

This can be a bugaboo in pinball machines or redemption pieces where optos are used to detect ball movement. You might have a system that is working perfectly from an "electronic" point of view but is inoperative due to misalignment.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Another method is to reflect the infrared light from an LED off of the surface of an object and back into a phototransistor. For example, in a basketball game with a rotating basket, the computer needs to know the position of the basket at all times. The basket and backboard must be centered for the start of the game and turned to the left or right as play progresses in order to increase the degree of difficulty.

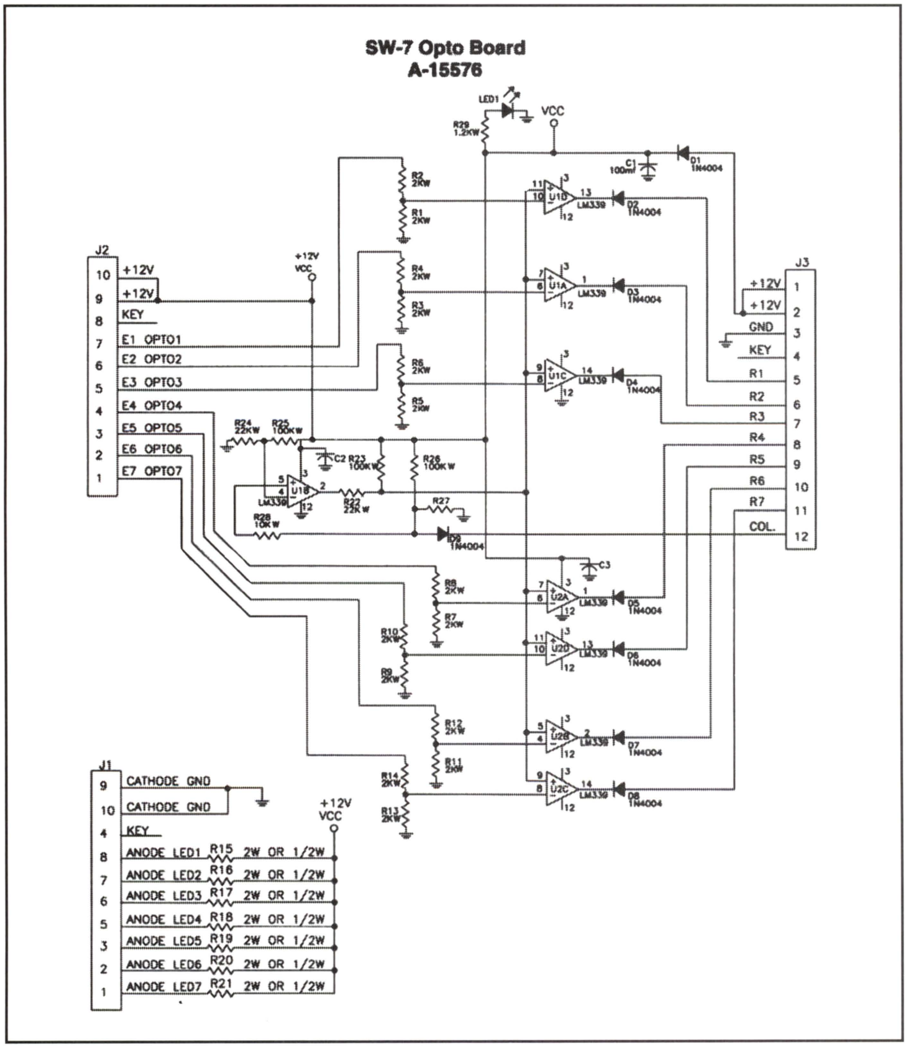
A motor turns the basket assembly, but underneath the circular base of the basket a couple of reflective type optical couplers are used to read the black and white segments of a decal applied to the bottom of the base. One optical coupler reads the home position of the basket assembly while the other is used to read the rotated positions. The optical couplers signal the CPU which in turn controls the motor.

Of course, the problem here (from a technician's standpoint anyway) is that when you experience a motor problem such as "motor doesn't run" or "motor always running," you often need to determine which circuit is at fault. Is the motor and/or motor control circuit bad or is the opto bad, sending a false signal to the CPU which, in turn, is causing the motor circuit to "do the wrong thing."

Typical circuits

Many (perhaps most) optoelectronic detection circuits use some form of voltage comparator to monitor the phototransistor half of the optical coupler. One of the more common (again, perhaps the most common) is the LM339. The LM339 is a quad voltage comparator. There are four identical voltage comparators in each package.

Technician's tip: Anytime we en-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R3 2KW
U1A
D3 1N4004
R6 2KW
R5 2KW
U1C
D4 1N4004
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+12V
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E7 OPTO7
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C2
R23 100KW
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U1B
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R27
R28 10KW
D9 1N4004
C3
R8 2KW
R7 2KW
U2A
D5 1N4004
R10 2KW
R9 2KW
U2D
D6 1N4004
R12 2KW
R11 2KW
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D7 1N4004
R14 2KW
R13 2KW
U2C
D8 1N4004
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GND
KEY
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R2
R3
R4
R5
R6
R7
COL.
J1
CATHODE GND
CATHODE GND
KEY
ANODE LED1 R15 2W OR 1/2W
ANODE LED2 R16 2W OR 1/2W
ANODE LED3 R17 2W OR 1/2W
ANODE LED4 R18 2W OR 1/2W
ANODE LED5 R19 2W OR 1/2W
ANODE LED6 R20 2W OR 1/2W
ANODE LED7 R21 2W OR 1/2W

CAPCOM COIN-OP, INC. ("CAPCOM") WOULD LIKE ALL OPERATORS TO BE AWARE OF THE FOLLOWING:

Last year a provision of the U.S. copyright law (17 U.S.C. §109 (e)) that permitted the public performance of parallel and gray market video games expired*. As a result, the public performance (e.g., display in an arcade or other place for commercial gain) by an Operator of any video game that contains a gray market or parallel board without the copyright owner's authorization violates the rights of the copyright owner.

Operating and publicly performing "X-Men vs. Street Fighter" or other Capcom games which contain parallel or gray market boards, will be considered a violation of Capcom's rights under federal copyright law, and Capcom and Marvel Characters, Inc. will be forced to pursue all available legal remedies against such Operators. In addition to possible legal action, please bear in mind that parallel or gray market boards carry no warranty and have no convertability. The current "X-Men vs. Street Fighter" parallel boards contain a bug in the software program.

*The expiration of this provision occurred in part through the agreement of the American Amusement Machine Association ("AAMA") and the Amusement and Music Operators Association ("AMOA").

If you have any questions, please contact Steve Blattspieler at:

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counter a situation where there are two or more identical circuits, troubleshooting often becomes a simple task of using your meter to compare the voltages (or resistances or junction drops) of the bad channel to those of the working channels. You don't necessarily have to know exactly how something works in order to troubleshoot this way. By looking at the good circuits, you can easily establish normal readings, whatever they are! The bad stuff usually jumps right out at you.

A close look at the schematic of the voltage comparator itself lends an important clue to understanding how the circuit works. Notice that the output of the voltage comparator is connected to the collector of a transistor. The emitter of this transistor is grounded. This transistor simply acts as a ground switch, completing the return path to ground when it is turned on or saturated SO WHEN THE OUTPUT IS "ON" THE OUTPUT IS ACTUALLY 0 VOLTS AND IS CONNECTED TO GROUND THROUGH THE TRANSISTOR! (Get the feeling that's an important point?)

The voltage comparator actually has no output voltage of its own. It depends on a "pull-up" resistor or other external circuit to cause an increase in voltage at the output pin. In other words, if you were to disconnect the wires from J3 any of the pins 5-11, you would NEVER see any output voltage, even if the comparator circuit was working properly otherwise! It is simply a connection to ground. It doesn't actually put out anything at all.

The most common problem is, of course, failure of the optical coupler itself. Since the LED in the optical coupler is always emitting light (as long as the game is turned on, not necessarily being played) it eventually burns out. Unfortunately, you cannot look at the optical coupler and see if the LED is working or not. Remember, the optical coupler works with infrared light that's too low a wavelength to be seen by humans, much as an ultrasonic dog whistle is above our range of hearing. Fido can hear it but you can't. The same principle applies with infrared light. We can't see it, but the phototransistor can.

Fortunately, infrared detector cards are now readily available at most electronic stores. A small piece of infrared sensitive material reflects back a visible red glow when the LED is working. Always keep one of these in your wallet. It'll save you a lot of time and trouble when troubleshooting optical coupler problems.

As usual, if you have any questions or comments, feel free to contact me at 1944 Falmouth Dr., El Cajon, CA 92020; phone (619)593-6131; fax (619)593-6132; e-mail (aim@the-group.net).

*Author's note: The Amusement Industry Megasite has moved to (*http://laslots.com/aim).

That's all for now. See you at the Arcade School! ▲

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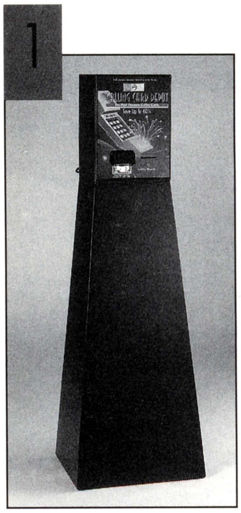
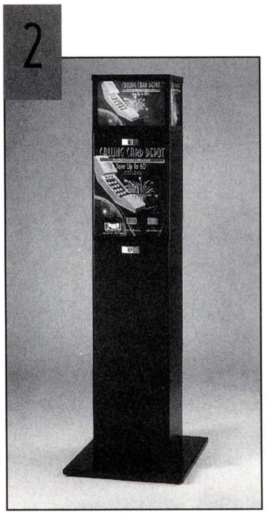


Model 801



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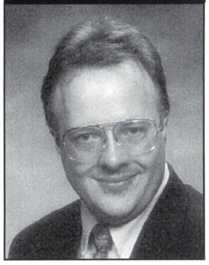

IS YOUR GAME Broken?

TICKET VIC FORTENBACH

Looks can be deceiving. You may think that your games are up and running like they should, but are they?

Sure, you walk the floor in the morning and do a general inspection around the game center, checking the games to see if anything looks out of place. But what about the little unseen things, things you can't see with just a quick glance.

I'm talking about things like the 30-point switch on a *Skee-Ball* that may be broken and not scoring properly. Did you know about the player 2 start button that is not working on *Mortal Kombat 3*? Or that the opto sensor on *Wheel Of Fortune* is not stopping the light on the wheel correctly?

> ***"You know well enough that some games are relatively trouble free and some are just prone to problems."***

If the problem is serious, your customers will tell you. But don't count on your customers telling you every little problem! In fact, I think I'm safe in saying that you will only hear from a customer if the problem is serious. If a problem is so minor that a player can play a somewhat normal game around it, that player will simply live with it for that game and then not come back.

Your task is to find problems with your games before your customers do. This is a form of customer service, and like all other types of customer service it should not be overlooked or skipped. Naturally, you'd like to know how you can stay on top of even the most simple problems. If you have 100 or more games, there is no way to check every single game every day. Checking the games for the little faults can be a time consuming task.

But you must have a plan. A good place to start is to identify the games that are more likely to have a failure. You know well enough that some games are relatively trouble free and some are just prone to problems.

Video games fall into the trouble-free category because the most common customer service problem with a video game is associated with the player controls. Games that have lots of moving parts—pinball and some redemption games—are the ones to keep a sharp eye on.

After making your list of games that need extra attention, make your plan. For example, on Mondays and Fridays you could check all the pinball machines and the redemption games with moving parts. On Tuesdays, check the other games. This way, you have Wednesday and Thursday for ordering parts and repairing the problems found with the games on the previous days.

Of course, this procedure is above and beyond your regularly scheduled maintenance, which includes cleaning the pinball playfields. The days of placing a game and watching it earn money are long gone!

Now let's take a look at how you are going to find those pesky problems. There are essentially two ways to check what may be wrong with a game: self test and actually playing the games.

Self test is a God send on a pinball. Some self tests are so good they can even tell you the temperature of the screwdriver in your back pocket (just kidding!). The pinball self test can and will help the game tech pinpoint a bad scoring switch or a bad coil as well as any actual board problems.

Unfortunately not all games come with a self test. If the game does not have a built-in self test you get to have some fun. You (or someone else) get to play the games! When a game is played for testing purposes you must do it when the game center is closed. Playing games when open is a no-no, since you can easily be distracted. It's also bad public relations to have a staff member playing a game when customers want to play.

It is also a lot harder to repair a game with kids and parents asking you all kinds of questions that may require your services at another area of the game center. If you don't want to play the games yourself, the trick is to find someone that is not into playing games. Find someone that does not live, breathe, and sleep games, including Nintendos, Segas, and PC computer games at home. He should, however, still have a genuine interest in the games.

This type of person can better learn how a game works and not be detracted into getting a high score or playing all day trying to find a problem. Have this person learn the game when it's functioning properly. Then by mentally comparing the game to an earlier "test" it's easier to note any problems when the game does not work properly.

Use a list sheet to write down any problems. Write down as much detail as possible, noting where the problem is and if they know what the fix should be. It is very important to make sure that only the game tech repair the game. Letting every staff member who thinks he knows how to fix a game attempt to repair the game will only lead to more down time and headaches for you!

When you or your staff tests a game, it is mandatory to use a coin to actuate the coin switch; don't use the free play pushbutton. I have never seen a free play button fail, so it does not need checking. It may also help to test the coin switches with more than one coin in each coin slot. Run three, four, or even five coins though each coin slot and switch.

Next check the player controls on all videos. Since there are about 10 credits, there is no need to do anything other than push the player 2 start button. Notice I did not say to push the player 1 start button. Pushing the player 2 start button will allow the testing of all the controls at the same time. Don't just check to make sure that when the joystick is pushed up that the video image also moves up. Instead, really get into it. See if both joysticks (player 1 and player 2) feel the same.

> ***"I think I'm safe in saying that you will only hear from a customer if the problem is serious."***

If you can feel a difference between the two controls chances are that the player 1 joystick is wearing out and should be replaced. Next check the button tightness; a loose button will allow players to grab it and turn it 360 degrees to break the wires under the control panel.

Checking pinball and redemption games is a lot harder, due to the many different styles and types of player controls. Keep in mind that details count. A burned out lamp matters, as does a non-scoring target. You may think these are not serious problems, and no one will notice. Everything wrong with your game center counts. Too many wrong things add up to customers taking their business elsewhere.

If you have any comments, I can be reached at VICCO Electronics, (619) 322-4000, or by e-mail (TICKETVIC@AOL.com). ▲

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Valley winners compete in international event

Team North America, (l-r): John Mielcarek, Meradith McGee, John Kuffer, and Gayl King.

After putting in winning performances at the Valley Gold, four players from the United States and Canada represented North America at the European Soft-Tip Dart Championship held in Slagharen, Holland.

The players were John Kuffer of Janesville, Wis.; John Mielcarek of Milwaukee, Wis.; Meradith McGee of Orlando, Fla.; and Gayl King of Edmonton Alberta, Canada.

Teams from 14 countries including Germany, Switzerland, Slovenia, Croatia, and the Netherlands were among those that competed for a purse totaling over $25,000. Valley's European Master distributor NSM cohosted the event along with Jac Van Ham, Valley's Holland distributor, and this marked the 10th anniversary of NSM's involvement with Valley Recreation Products.

Team North America competed in the Friday night Blind Draw Mixed Triples and the Saturday Night Open Doubles tournaments. The team made a valiant effort on Friday but were bumped out before the money rounds. On Saturday night the ladies bowed out early after good competition, but the men stayed in long enough to claim eighth place.

Sunday afternoon saw a competition set up by Team North America between Team North America and the Netherlands' top finishers. Team North America came out on top three matches to one after playing singles, mixed doubles, and team competition.

Following the competition, the team made a few new friends among all the competitors and later toured Amsterdam. ▲

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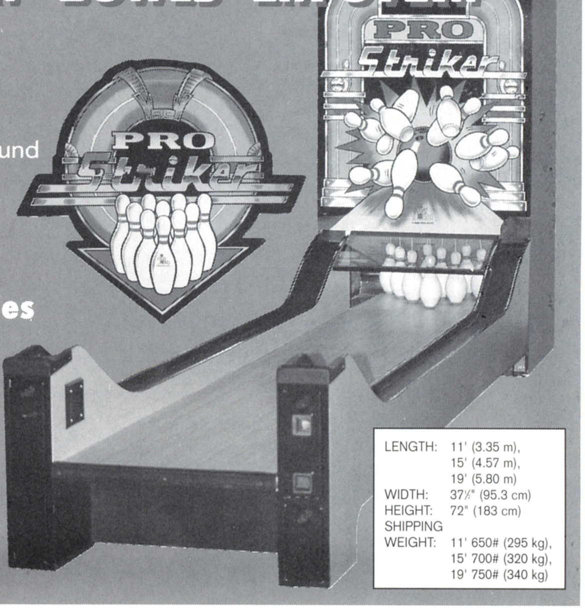

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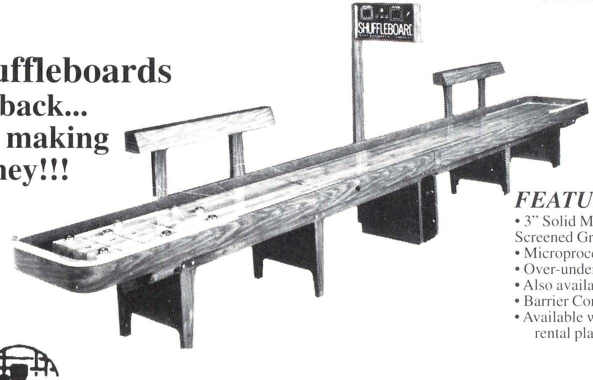

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SPORTING EDGE

Valley/Tornado host pro foosball championship

The World Championship of Foosball was the finale of the pro tour.

The World Championship of Foosball was the finale of the Pro Foos Tour in 1996 and brought to an end the five major tournaments sponsored by Valley/Tornado. Players from all over the world racked up an estimated 4,000 total entries over the six-day foosball festival.

ABC/Kane Sports (a.k.a. ESPN) was on hand to capture over 18 hours of action footage, which should air sometime this month. Included in those highlights will be the introduction of Goal Cam, which was mounted inside the goal box at the playfield level.

Also featured this year was the inaugural International Cup event that included 28 teams from Belgium, Canada, England, France, Germany, Ireland, Mexico, Switzerland, and the United States. Tommy Adkisson and Chuck Pistole of Oklahoma won the Cup with Federico Collignon and Guerino Ferrari of Belgium leading the European contingent with a fourth place finish.

In fact, Collignon was a standout during the entire event, placing in nine separate events and becoming the first European player to win a world title on a Tornado table. Louis Cartwright of Las Vegas proved his number one seeding by winning the Open Singles World title, his first in the open division.

The remainder of the 1996 tour included scheduled regional events in Oklahoma, Wisconsin, Mississippi, Alabama, Minnesota, Florida, and North Carolina. The 1997 tour will open with the $40,000 Hall of Fame Classic, Feb. 14-16, Oakland, Calif. For more information, contact Dave Courington, (517)892-4536. ▲

Players choice awards, (l-r): Tiffany Billirakis Moore (female forward), Terry Moore (male forward and tour player of the year), Bob Diaz (male goalie), Christina Fuchs (female goalie), Arthur Mitchell (official of the year), Caryn Varadinek (female sportsmanship), Dave Gummeson (male sportsmanship), and Joe Rhodes (most improved player).

Arachnid kicks off BullShooter tour

Big winners, (l-r): "Fast" Eddy Kiihnl, Richy Brunner, Terry Bane, and Dan Vickery.

Mixed Cricket runners up, (l-r): Charlie and Barbie Sturgis with tournament director Brad Boe.

Arachnid kicked off its 1996-97 $250,000 dart tour in Branson, Mo., with an $8,000 regional qualifying at the scenic Kimberly Inn Resort and Conference Center.

Bird Distributors co-sponsored the event, and players came from Kansas, Tennessee, Illinois, Mississippi, Arkansas, Oklahoma, and Missouri to compete in 10 categories. A Top Gun Challenge was also played with a qualifying certificate give to first place winners.

Following the tournament in Branson, the BullShooter tour traveled to its next scheduled venue, Sacramento, Calif. Here's a look at the final results in Branson:

Women's Doubles: 1st–Barbie Sturgis of Plattsburg, Mo., and Marylynn Jegen of Casey, Mo.; 2nd–Patty Irwin of Junction City, Kan., and Jodi Karvath of Sterling, Ill.; 3rd–Traycie Sherwood of Liberty, Mo., and Sherry Wade of Springfield, Ill.

Men's Doubles: 1st–Daniel Vickery of Memphis, Tenn., and "Fast" Eddy Kiihnl of Eads, Tenn.; 2nd–John Burgin of Springdale, Ark., and Bob Koenig of Rogers, Ark.; 3rd–Frank Arsenault of Junction City, Kan., and Kevin O'Brian of Salina, Kan.

Mixed Triples: 1st–Terry Bane of Fraser, Tenn.; Wendy Mitchell of Memphis, Tenn.; and Richy Brunner of South Haven, Miss.; 2nd–Traycie Sherwood and Douglas DiMichel, both of Liberty, Mo., and Craig Crawford of Springfield, Ill.; 3rd–Bob Koenig of Rogers, Ark.; John Burgin of Springdale, Ark.; and Marty Bolt of Springfield, Mo.

Men's Singles: 1st–Frank Arsenault of Junction City, Kan.; 2nd–John Archambault of Memphis, Tenn.; 3rd–Dany Baumhoff of St. Louis, Mo.

Cricket Doubles: 1st–"Fast" Eddy Kiihnl of Eads, Tenn., and Daniel Vickery of Memphis, Tenn.; 2nd–Vance Friend of Broken Arrow, Okla., and Johnny Noe of Tulsa, Okla.; 3rd–Bob Sherman of Kansas City, Mo., and Tim White of Excelleser Springs, Mo.

Mixed Cricket: 1st–Wendy Mitchell of Memphis, Tenn., and Terry Bane of Frayser, Tenn.; 2nd–Barbie Sturgis and Charlie Sturgis, both of Plattsburg, Mo.; 3rd–Angie Thurman and "Fast" Eddy Kiihnl, both of Eads, Tenn.

Women's Singles: 1st–Vicki Lane of Sand Springs, Okla.; 2nd–Barbie Sturgis of Plattsburg, Mo.; 3rd–Tracie Sherwood of Liberty, Mo.

Pro Doubles: 1st–Richy Brunner of South Haven, Miss., and Terry Bane of Frayser, Tenn.; 2nd–Craig Crawford of Springfield, Ill., and Doug DiMichel of Liberty, Mo.; 3rd–Bill Gay and Greg Gay, both of Quincy, Ill.

Pro Singles: 1st–Bill Gay of Quincy, Ill.; 2nd–Ken Zellner of Lawton, Okla.; 3rd–Terry Bane of Frayser, Tenn.

Pro Cricket: 1st–Richy Brenner of South Haven, Miss.; 2nd–Bill Gay of Quincy, Ill.; 3rd–Shane Palmer of Abilene, Kan. ▲

Merit World Series stops in Florida and Illinois

Tim Jones (c) of Midwest Electronics presents John Naas (l) and Jim Cook with trophies in the Pro Singles competition.

From left: Bob Wiles of Merit and Mixed Triples winners in Florida Sherry Absher, Mark Absher, and Steve Doaner.

Darren Capotosto (l) and Carrie Walsh, both of Merit, congratulate Sunshine Classic Pro Doubles winners Kenny Doyle and Nick Selepec.

The 1996-97 Merit Industries World Series of Darts got started this fall with the Sunshine Classic in Tampa, Fla., and then traveled north the following weekend for the Midwest Classic in Bloomington, Ill.

At every event this season, there are 321 ZAP events for men and women with the top three from each stop qualifying for a $10,000 ZAP-OFF at the season-ending Ultimate Game Challenge.

In Florida, the play was outstanding with Pro MVP honors going to Camelot Darts-sponsored Kenny Doyle, who teamed up with Nick Selepec to win Pro-Doubles. Doyle was also edged into second in the Pro Singles by Jacksonville's Larry Schramm. Taking Non-Pro and Woman MVP awards were Randy Werkheiser and Heather Bennett.

Merit expressed thanks to Bob Clark and American Vending for its cosponsorship of the event. Laramie Screen Printing is also helping to sponsor the entire series with collector's items for darters across the country.

In the Midwest Classic, Tom Brooks won his second consecutive Pro MVP jacket. Non-Pro MVP honors went to Jim Cook, while the Woman MVP award was given to Roxanna Spears. Midwest co-sponsored the tournament.

For more information on the Merit Industries World Series of Darts contact Bob Wiles or Tom Horne, (215) 639-4700. Here's a look at the final results from both events:

Sunshine Classic

Draw Doubles: 1st—Kenny Doyle of Orlando and Steve Johnson of Riverview; 2nd—Bill Vance of Pasco and Thom Johnson of Largo; 3rd—Scott Sal of Orlando and Leroy Griffin of St. Cloud.

Women's Doubles: 1st—Heather Bennet of St. Petersburg and Alice Lott of Lewisburg, N.C.; 2nd—Sue Paddock

Randy Harringer (l) and Ron Terver share their Draw Doubles victory in Illinois with Merit's Scott Dougherty.

of St. Petersburg and Tee Leeson of Tampa; 3rd—Jennifer Nadiak of Orlando and Dawn Anyon of Tampa.

Men's Open ZAP: 1st—Larry Schramm of Jacksonville; 2nd—Kenny Doyle of Orlando; 3rd—Nick Selepec of Kissimmee.

Women's ZAP: 1st—Polly Bernhardson of Bradenton; 2nd—Paula Murphy of Jacksonville; 3rd—Sherry Absher of Jacksonville.

Mixed Triples: 1st—Sherry Absher, Mark Absher, and Steve Doaner, all of Jacksonville; 2nd—Brenda Voss, Pete Stark, and Alan Gardner, all of Orlando; 3rd—Karen Montalvo, Bill Bullock, and Bob Hamm, all of St. Cloud.

Non-Pro Doubles: 1st—Richard Setrey of Temple Terrace and Derek McKeag of Tampa; 2nd—Lew Garner and Randy Werkheise, both of Palatka; 3rd—Chris Crowley of Largo and Jade Henson of Pinnella's Park.

Pro Doubles: 1st—Kenny Doyle of Orlando and Nick Selepec of Kissimmee; 2nd—Mick Hedges of Tampa and Thom Johnson of Largo; 3rd—Mark Absher and Steve Doaner, all of Jacksonville.

Non-Pro Singles: 1st—Pat Charniak of St. Petersburg; 2nd—Hank Kline of Port Richey; 3rd—Alan Gardner of Orlando.

Pro Singles: 1st—Larry Schramm of Jacksonville; 2nd—Kenny Doyle of Orlando; 3rd—Steve Doaner of Jacksonville.

Women's Singles: 1st—Heather Bennet of St. Petersburg; 2nd—Sue Paddock of St. Petersburg; 3rd—Paula Murphy of Jacksonville.

Midwest Classic

Draw Doubles: 1st—Randy Harringer of South Bend, Ind., and Ron Terer of Normal; 2nd—Jason Naert of Des Moines, Iowa, and Todd Moore of Normal; 3rd—Steve Seifer of South Bend, Ind., and Mark Ruestman of Bloomington.

Women's Doubles: 1st—Dawn Winebright of Springfield and Tammy Turner of Bloomington; 2nd—Mia Gutierrez and Roxanna Spiers, both of Indianapolis, Ind.; 3rd—Mary Thatcher and Kim Szabo, both of South Bend, Ind.

Men's Open ZAP: 1st—Hank Nelson of Danvers; 2nd—Jason Naert of Des Moines, Iowa; 3rd—Jay McClelland of Indianapolis, Ind.

Women's ZAP: 1st—Mia Gutierrez of Indianapolis, Ind.; 2nd—Tammy Turner of Bloomington; 3rd—Roxanna Spears of Indianapolis, Ind.

Mixed Triples: 1st—Mia Gutierrez of Indianapolis, Ind.; Randy Terronez of E. Moline; and Randy Harringer of South Bend, Ind; 2nd—Tammy Turner of Bloomington; Hank Nelson of Danvers; and Todd Moore of Normal; 3rd—Mary Thatcher of South Bend, Ind., and Tom Brooks and George Ordel, both of Indianapolis, Ind.

Non-Pro Doubles: 1st—Mark Ruestman of Bloomington and Jim Ratcliffe of Farmer City; 2nd—Jim Cook and Don Hoffman, both of Decatur; 3rd—Korby Klyber and Bill Kreuger, both of Peoria.

Pro Doubles: 1st—Jon Ricker and Jeff Laskowski, both of Decatur; 2nd—Dan Ehlers and Jeff Rieffel, both of Bloomington; 3rd—Tom Brooks and George Ordel, both of Indianapolis, Ind.

Non-Pro Singles: 1st—Jim Cook of Decatur; 2nd—John Naas of Bloomington; 3rd—Rick Whaley of South Bend, Ind.

Pro Singles: 1st—Jason Naert of Des Moines, Iowa; 2nd—Tom Brooks of Indianapolis, Ind.; 3rd—Rich Brownless of Alexis.

Women's Singles: 1st—Roxanna Spears of Indianapolis, Ind.; 2nd—Mia Gutierrez of Indianapolis, Ind.; 3rd—Sandy Gordon of Normal. ▲

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Illinois VNEA holds 8-Ball team tournament

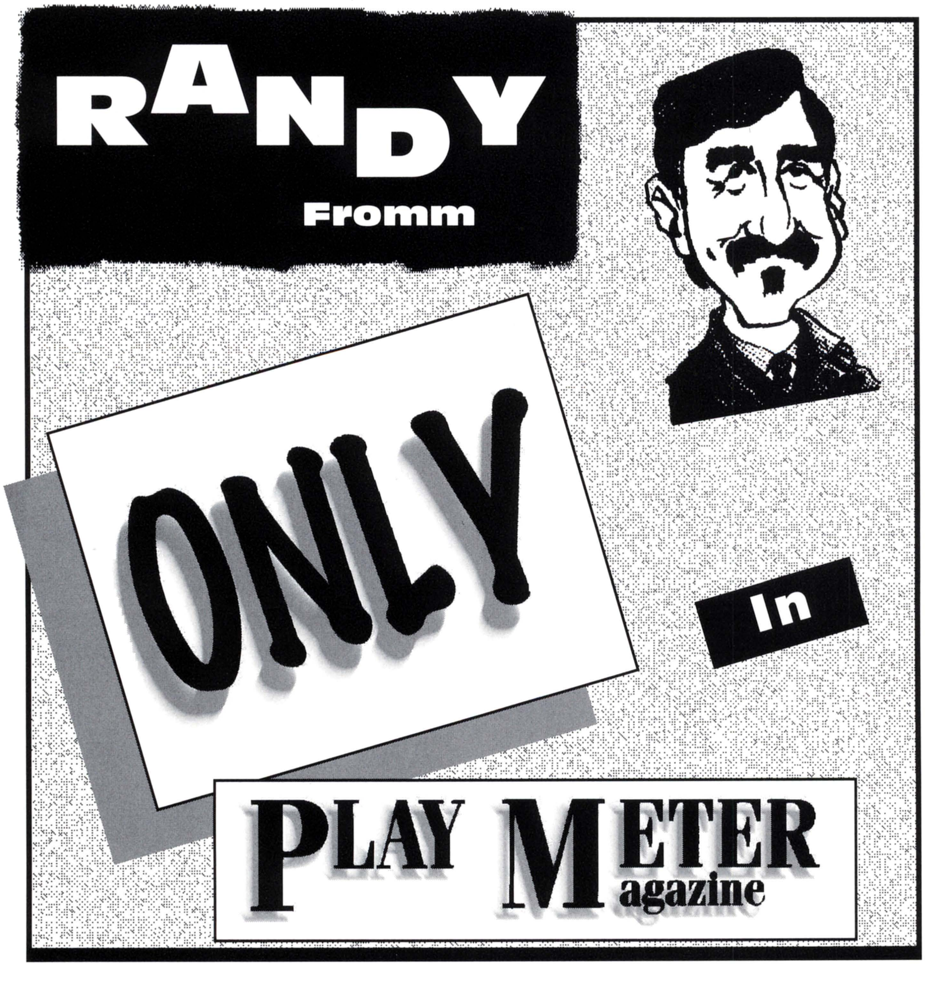
The Illinois Valley National 8-Ball Association held its first state 8-Ball Team Championship earlier in the fall with prize money going to the top eight places.

An Early Bird Singles Tournament kicked off the event on Friday with 76 entries competing for $380 in prize money on 24 Valley ZD6 pool tables. First place in the race-to-three event was taken by Dan Kite, who plays for the Belvidere Inn under the Smith Amusement charter in Warrensburg, Ill. Ken Bowder, playing for Warehouse #2, took second; his charter is Joe Abraham & Sons in Peoria.

Saturday and Sunday saw competition in the Five-Person Open Team event with 32 pre-registered entries that had to qualify in an Illinois Valley National 8-Ball Association members league system to be eligible. The entry fee was a modest $50 per team.

Contestants were also treated to an appearance by the Miller Girls, who sold raffle tickets and racked tables for some additional 8- and 9-Ball charity events. Second Chance Mini-Tournaments were also run for those who wished to compete.

However, the most unique and exciting event was the Speed Pool Challenge featuring speed pool champion Dave "Ginger Wizard" Pearson, who conducted the event and treated the crowds to some remarkable table runs and trick shot exhibitions. After qualifying, the top 16 speed shooters took to the tables with Dave Miller Sr. of Joe Abraham & Sons finishing first with a time of 56.6 seconds. His prize: a color television and trophy. ▲



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WHAT'S NEW

Atari Games announces the release of *San Francisco Rush: Extreme Racing*, a driving game that combines an unparalleled level of realism with racing excitement and game depth.

The race takes place up and down the scenic, air-catching hills of San Francisco. Using realistic landmarks, players feel the rush of these inclines, as well as the thrill of crossing the Golden Gate bridge. Many of the city's world renowned locations have been 3-D modeled and photographed, and audio effects include explosions, collisions, and crashes punctuated by an 8" woofer placed in the seat.

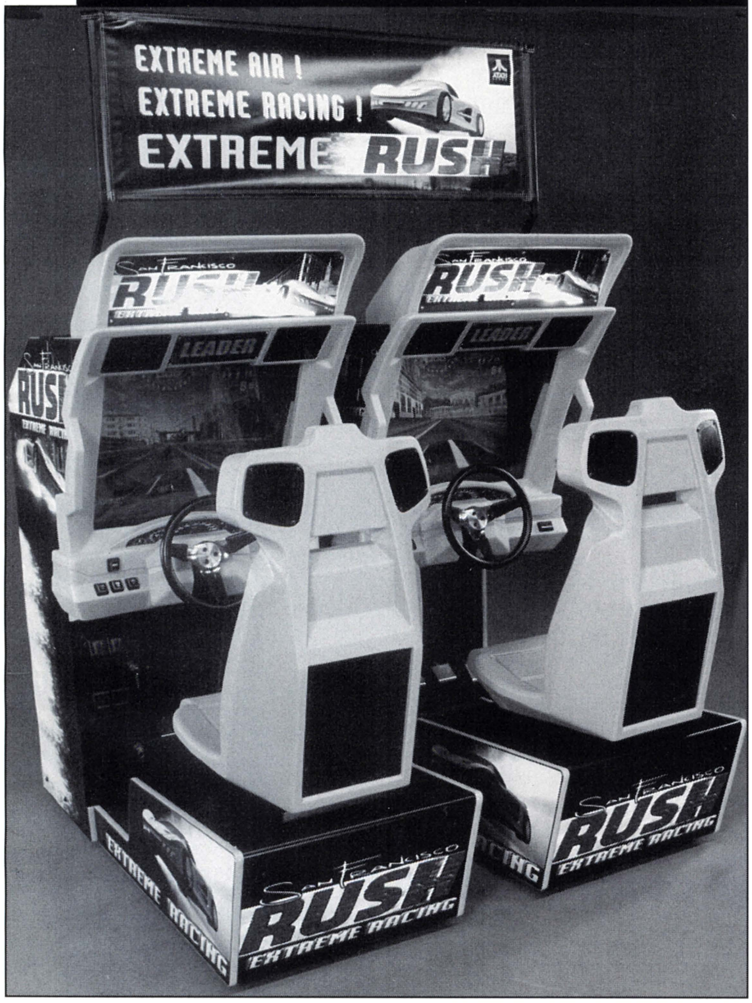
The computer hardware running the game is built on 3Dfx's Voodoo Graphics, which delivers interactive 3-D applications with photo-realistic quality at real-time frame rates with performance exceeding one million texture-mapped triangles per second.

Players can select from one to eight cars, each with varying degrees of handling and maneuvering abilities. In addition to mastering the variety of vehicles, players are also challenged to seek out unique shortcuts and can choose a clutch pedal that responds like the real thing.

Street operators will appreciate the space economizing footprint of the single-seat configuration, while large locations can take advantage of the ability to link up to eight games for head-to-head races and tournaments.

For more information, or distributor referral, contact Atari Games, 675 Sycamore Dr., Milpitas, CA 95035; (408)434-3700; fax (408)434-3776.

SAN FRANCISCO RUSH



SNK SOFTWARE LINEUP

SNK introduced a whole new line of kits for the coming season this fall. Here's a look at those offerings:

King of Fighters '96 features a new battle system, 27 characters, enhanced graphics, and the patented *King of Fighters* engine.

Samurai Shodown 4 is a two-player competitive fighting game that brings Amakusa back to seek world domination. Hidden within this 386 meg monster are special and manual combos that can be chained together via the on-screen hit counter for devastating results. A total of 17 playable characters also return in what promises to be the best in the series.

Kizuna Encounter presents the courageous return of King Lion in the super tag team battle arenas, and *Ultimate 11* brings together 80 of the top soccer super powers from around the world.

Twinkle Star Sprites (from ADK) is a shooter/puzzler game in which players try to shoot objects as they appear on screen while at the same time trying to send specific objects into their opponent's plane via special moves.

Ghost Lop (from Data East) is another two-player competitive puzzler that uses a clown character to try to penetrate a wall of multicolored balloon ghosts by throwing the player's own ball icon. Matching the correct colors and facial expressions inside the balloon ghosts will result in ultimate balloon madness.

Neo-Bomberman (from Hudson Soft) brings the infamous Bomberman character to Neo-Geo in its full splendor. Players plant bombs in a maze-like environment while trying to defeat their opponent in a game that progresses through multiple levels of explosive action.

Waku Waku 7 (from Sunsoft) combines a cartoon look geared for younger players with a play style for true fighters, and *Stakes Winner 2* is a two-player competitive horse racing game that pits players against top contenders.

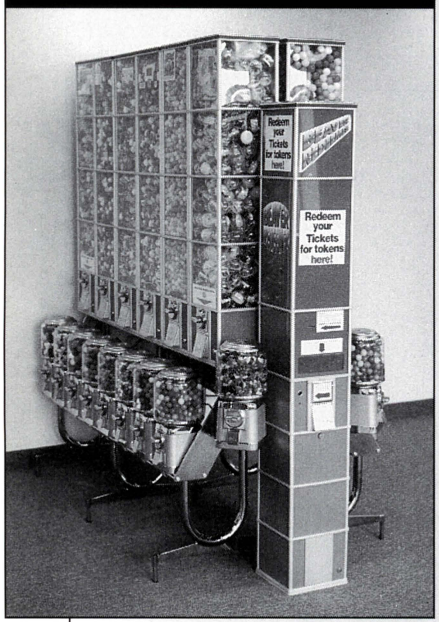
Lastly, SNK presents *Neo Flash*, a revolutionary piece of hardware that is self-contained and lets the user configure a set of 16 minipictures to their own specifications and then superimposes them on a sticker-based paper medium all within a simple three-step process.

For more information, or distributor referral, contact SNK Corp., 20603 Earl St., Torrance, CA 90503; (310)371-7100; fax (310)371-0969.

BEAVER REDEEMER

Machine-O-Matic is now offering its new *Beaver Redeemer*, which can take any number of tickets that a customer has earned, validate them, count them, destroy them, and then dispense up to four different tokens.

These tokens in turn can be used in Beaver vending displays to receive prizes including candy, nuts, gum, and capsuled novelties, all of which are low-cost items not generally distributed as prizes by redemption counters.

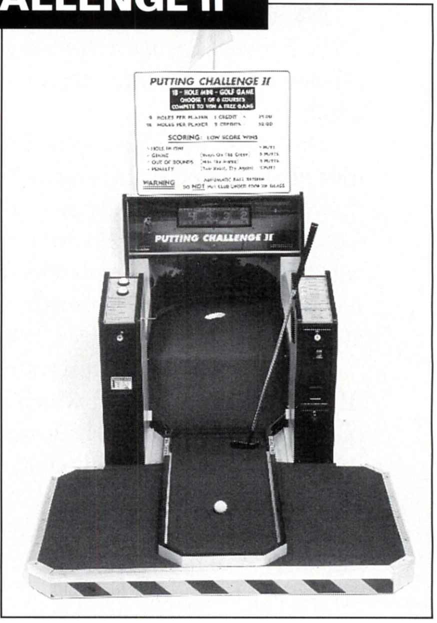

Redeem your Tickets for tokens here!
Redeem your Tickets for tokens here!

The *Redeemer* uses bar codes that are printed on the redemption tickets for each operator and destroys the tickets to ensure that employees are not giving used tickets away.

Operators can set their own ticket point values from as low as one token per ticket to as high as one token for 255 tickets, and Beaver coin mechs can be ordered to use one, two, three, or four tokens, providing up to 22 combinations of token value.

For more information, or distributor referral, contact Machine-O-Matic, 1341 Kerrisdale Blvd., Newmarket, Ontario, Canada, L3Y 7V1; (905)836-4700 or (800)265-6772; fax (905)836-4737.

PUTTING CHALLENGE II



G.L. Technologies presents a new, slimmed down version of the classic putting game, *Putting Challenge II*, which is 500 pounds lighter than the previous version.

The game also offers six 18-hole courses with a total of 108 challenging green contours, as well as a fully automatic oversurface ball return.

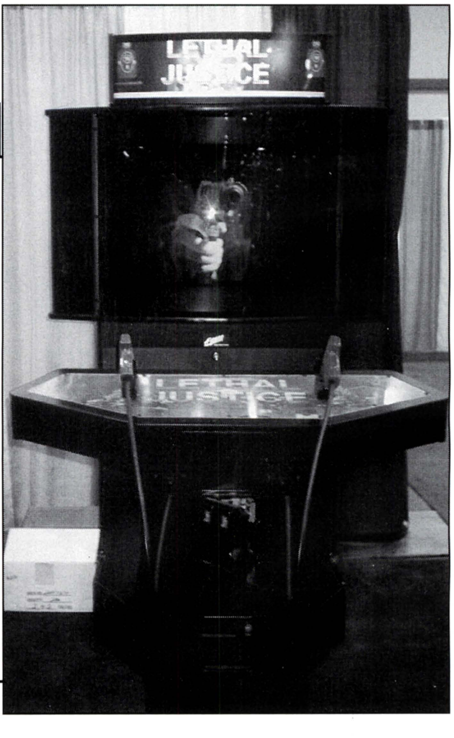
Courses include two amateur, two pro, and two champion configurations. The game's one-piece carpet ensures true roll and eliminates carpet fray and buckling.

While the putting distance remains 7', the footprint has been reduced to 102" long x 48" wide, and the game currently weighs 250 pounds, making its overall size 45 percent smaller than before.

Other features include easy one-person setup in five minutes, built-in wheels for transportation, and new scoring options that allow for free plays and honors sequencing.

For more information, or distributor referral, contact G.L. Technology, 2255-3 Lois Drive, Rolling Meadows, IL 60008; (847) 806-1700; fax (847)806-1234.

LETHAL JUSTICE, FRANTIC FRED



Coin Op Intl. presents the exciting gun game *Lethal Justice* and *Frantic Fred*, a video redemption game that combines colorful graphics with the ease of a steering wheel.

Lethal Justice is a two-player kit showcasing detailed polygon graphics and quick gun action. Play features include a target practice session followed by intense interactive game play with hidden rooms and characters to foster repeat play. The kit includes PCB board, guns, holsters, and graphics.

Frantic Fred features a bear that tries to eat falling apples that contain ticket values while dodging pesky squirrels that are dropping anvils from the treetops.

Complete control over ticket payout and selectable game time from 10 to 30 seconds are some of the standard features available to operators. The game is also available as a kit.

For more information, or distributor referral, contact Coin Op Intl., 401 N. 3rd St., Suite 470, Minneapolis, MN 55401; (612)321-9632 or (800)320-9632; fax (612)321-9633.

CRUIS'N WORLD

CHOOSE RACE
CRUIS'N

Williams Bally/Midway announces the release of its newest driving simulator, *Cruis'n World*, and its most recent pinball offering, *Scared Stiff*.

Cruis'n World utilizes advanced video display technology to simulate locations around the world, from the top of the Great Wall of China to an underwater tunnel off the coast of Hawaii.

Game designers traveled to 14 cities in 12 different countries to collect video footage that was used in the game. The footage was converted to 3-D imagery using Midway's state-of-the-art reality mapping technology.

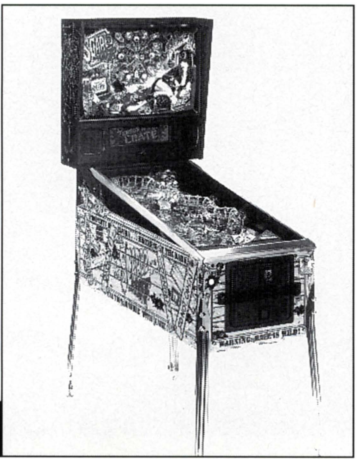
Players can choose from 12 different cars to navigate their world tour. From turbo-charged sports cars to a military-style vehicle, each of these cars has a legitimate shot at winning the race around the world.

As a sequel to the award-winning *Cruis'n USA*, advances in technology have allowed improvements such as increased frame rates, smoother animations, and more responsive player controls. The game is a sit-down available with both 25" and 33" monitors, and up to four games can be linked together.

Scared Stiff takes a stab at B movies with Elvira, Mistress of the Dark, hosting her way through six tales of terror. The playfield animates the tales with props right out of a horror movie including a haunted crate that mysteriously gobbles the ball, lifelike frogs that actually leap against the glass, a ramp made up of beastly bones, and a corpse-filled coffin.

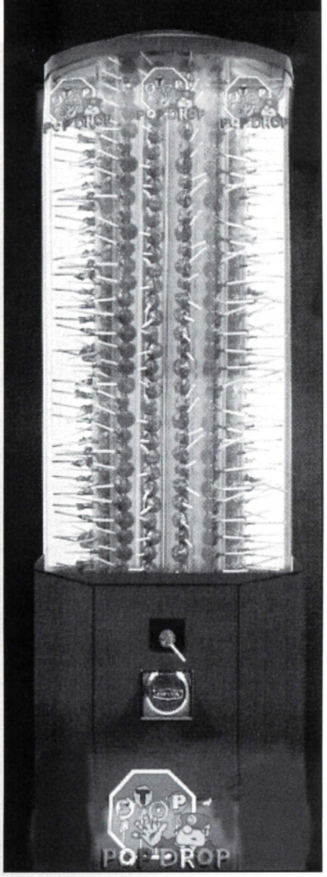
The game also features an interactive 3-D backglass design that includes Elvira's captivating beauty and a spinning mutant spider. Players can stop the spider for enhanced playfield scoring and secret awards.

For more information, or distributor referral, contact Williams Bally/Midway, 3401 N. California Ave., Chicago, IL 6618; (312)961-1000; fax (312)961-1060; e-mail (http://www.wms.com).



SCARED STIFF

POP DROP



West Coast Mfg. presents a revolutionary new bulk vending product, *Pop Drop*, that has a 20" square footprint and will vend as many as 500 Tootsie Pops.

A storage unit beneath the dispensing cylinder will hold an additional 500 pops for quick and easy reloading, and a separate money compartment with its own lock is located beneath the dispensing cylinder.

The machine is engineered so that each time a vend is made the top cylinders index that action, resulting in an even number of pops being drawn from the colored loading tubes. Lights can be added as an option to the 70" tall vendor.

The chassis is made of heavy-gauge stamped metal and the dispensing cycle is durable PETG. Cylinder locks provide easy access for the operator and discourage tampering. West Coast uses Beaver coin mechs. The company also recently introduced a new product, Disc Go Round, which can be used to replace the insert of its spiral machine.

For more information, or distributor referral, contact West Coat Mfg., 6601 Lyons Road, Suite D2, Coconut Creek, FL 33073; (954)725-8314 or (800)240-5256; fax (954)725-8414; e-mail (vending@gumballs.com).

PUBLIC ACCESS INTERNET BROWSER

In response to the great demand for a World Wide Web access timer, Two Bit Score has designed an interface board that fits into one slot of any IBM-compatible PC.

All that is necessary is to plug in the keyboard, mouse, and dollar bill acceptor. The interface works with any PC mouse or video game trackball and comes with a four-digit display on a long ribbon cable.

When a customer inserts a bill, the display shows how many dollars were inserted and then displays how many minutes remain on the timer. The display also counts down the time.

After the time runs out, a buzzer sounds and the keyboard and mouse are disabled. In the attract mode, the board sends the go-to-home page command directly to the browser application. People passing by can see the page chosen by the operator with information such as price per play and instructions. Read more about this product on the World Wide Web at (http://www.embed.com).

For more information, or distributor referral, contact Two Bit Score, 4418 Pack Saddle Pass, Austin, TX 78745; (512)447-8888; fax (512)447-8895.

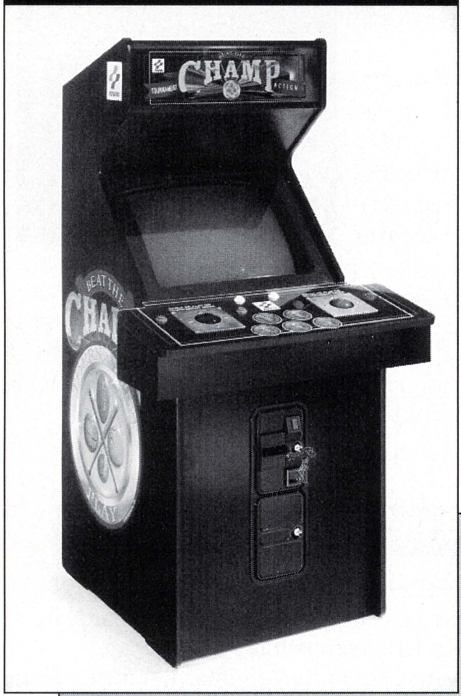
Konami introduces *Beat the Champ*, which features five different sports including basketball, baseball, football, golf, and bowling, as well as a tournament mode.

Beat the Champ is a two-player interactive game, trackball controlled, with buy in and continuation available. In the two-player mode, the screen is split for head-to-head competition.

Each sport in the game's lineup offers different events, and each event challenges the player with levels of difficulty. Football features field goal kicking and quarterback passing. Golf challenges players to hit the longest drive and the closest to the pin approach shot.

In basketball, players shoot free throws and take on the around-the-world contest, and bowling features regular play as well as flash rounds. Finally in baseball, players attempt to put it out of the park.

BEAT THE CHAMP



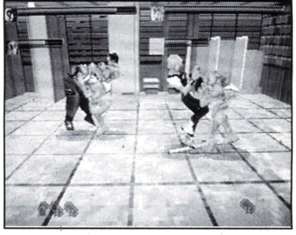
Beat the Champ is fully operator-adjustable and available as an upright or a kit.

For more information, or distributor referral, contact Konami, 900 Deerfield Park, Buffalo Grove, IL 60089-4510; (847)215-5100; fax (847)215-5122.

Sega GameWorks presents two of its newest games: the jet ski simulator *Wave Runner* and the action, adventure game *Die Hard Arcade* for the Titan System.

Wave Runner's three-axis motion system allows players to feel all the turns of the ocean speedway as the cabinet moves up, down, left, and right. The jet ski body is an actual Yamaha built into a hydraulic cabinet.

DIE HARD

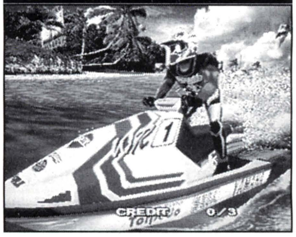


The game was produced on Sega's Model 2 board, and offers two courses and two viewpoints. Up to four games can be linked together, and players have three methods of control: turning the handlebars, moderating the accelerator, and leaning the jet ski body with the turns of the course.

Die Hard Arcade lets players muscle their way through the floors of a captured L.A. office tower, fighting and shooting past some of the toughest bad guys ever assembled.

The two-player game has two eight-way joysticks and three action buttons per player. Features include a choice of male or female characters, five multilevel stages, choice of 10 different weapons, over 30 characters, astounding 3-D polygon graphics, full texture-mapping, and over 1,000 character actions.

WAVE RUNNER



For more information, or distributor referral, contact Sega GameWorks, 255 Shoreline Drive, Suite 400, Redwood City, CA 94065; (415)802-3100; fax (415)802-3120.

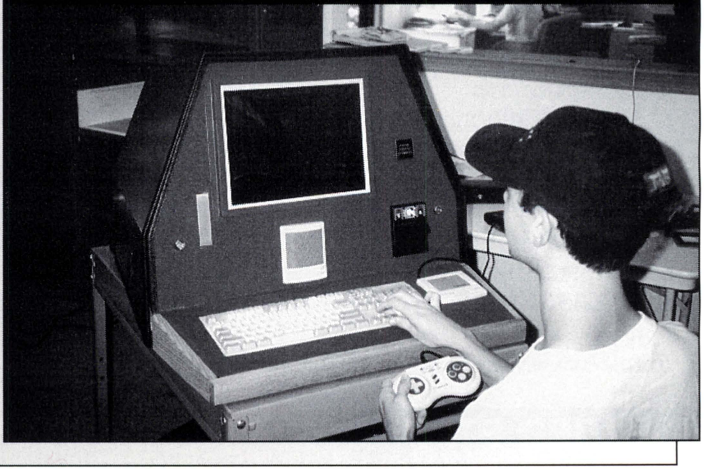
Public Access Intl. announces its *CyberCade*, an arcade machine based on PC architecture and running on the Windows 95 operating system.

The machine is designed as a universal game platform, delivering the type of sophisticated games players demand such as multiplayer head-to-head action and virtual reality experiences. *CyberCade* is built on Pentium PC technology and equipped with high speed modems.

The vending cabinet is made from rugged stainless steel. A glide rail mechanism slides forward with all internal components, making maintenance and bill acceptor access very easy. Sound volume is adjustable with an external headphone jack on the machine for noise-free operation. A 6X CD player comes standard with a four- or six-CD changer offered as an option.

For more information, or distributor referral, contact Public Access Intl., Greene County Industrial Park, P.O. Box 6460, Charlottesville, VA 22906; (804)985-8909; fax (804)985-8910. ▲

CYBERCADE



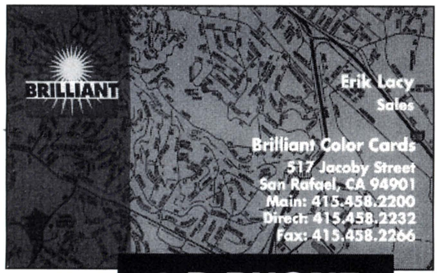
VENDING START-UP KIT

The Vending Connection has just published and released for sale the first complete vending manual entitled "The Vending Start-Up Kit: Your Key To Successful Planning."

Featured topics include a start-up check list, business planning, financing available, listing of national suppliers, computer vending management software, tax information, advice on how to buy and sell a route, distributors, manufacturers, brokers, marketing and merchandising, shopping for machines, products and locations, finding locations, federal requirements, sources of business assistance, business forms, and much more.

The author, Linda Dalton, has over 20 years experience as a successful entrepreneur, 10 of those in the vending industry. This kit sells for $59.95. Also available for $25 is a National Vending Suppliers Phone List, as well as the Vending Connection Newsletter.

For more information, contact The Vending Connection, 4303 Blue Ridge Blvd., Kansas City, MO 64133; (816)356-1534; fax (816)356-0604.

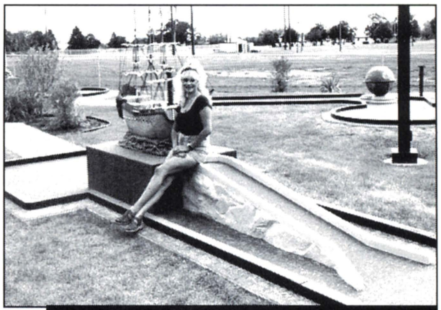


3-D PHONE CARDS

Brilliant Color Cards presents its newest product, 3D Brilliant Phone Cards, which are high-quality, full-color photo-digital 3-D phone cards using patented ImageTech 3D microlenticular technology. Through Winston Taylor Inc. these cards are available in complete packages that include setup charges from six customer supplied files (five for the 3-D front and one for the back).

Prices include 10 minutes of long-distance phone time accessed by scratch-off pin codes. The packages include a start-up of 2,500 cards, a test package of 5,000 cards, and a pro package of 10,000 cards.

For more information, contact Brilliant Color Cards/Winston Taylor Inc., 517 Jacoby St., San Rafael, CA 94901; (800)869-8398; fax (415)458-2266.



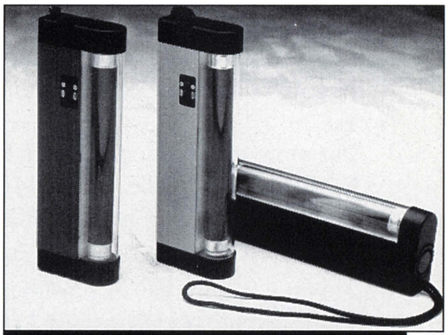
MINIATURE GOLF ATTRACTIONS

Millennium Mini Golf announces the addition of a prefrabricated fiberglass ramp that turns dull flat holes into exciting, animated, interactive attractions. The ramp provides the height needed to install the company's digital sound system and animated control board.

Operators need simply build a 19" high wooden platform, place the obstacle on it, and position the ramp in place. A special fitting located within the ramp accepts PVC pipe which channels the ball in whichever direction desired.

By adding sound effects, the obstacle can now communicate with the players on a humorous or educational level, or both. A typical target might have a Pirate stand up, squirt water at the player with a water gun, and bellow one of several available messages.

For more information, contact Millennium Mini Golf, 1738 Hidden Creek Blvd., Orlando, FL 32807; (407)384-8913 or (800)990-2080; fax (407)384-8847.



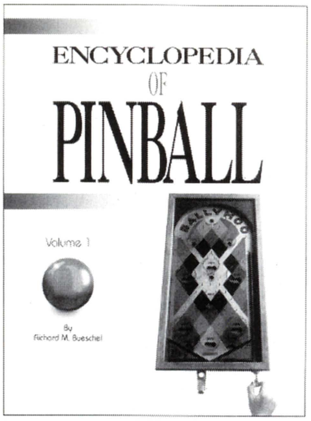
SPECTROLINE UV LAMP

Spectronics Corp., a leader in ultraviolet technology since 1955, announces the availability of its new Spectroline UV-4B battery-operated long-wave UV (black light) lamp.

The lightweight and affordable lamp is ideal for a variety of applications, including security control, counterfeit currency detection, UV curing, and quality control inspection.

The portable UV-4B measures 6-1/4" x 1", weighs two ounces, and provides up to six hours of use on four 1.5 volt AA batteries. For maximum user convenience, the CE-approved unit comes equipped with a handy carrying strap.

For more information, contact Spectronics Corp., Dept. 1119, 956 Brush Hollow Road, Westbury, NY 11590; (800)274-8888 or (516)333-4840; fax (800)491-6868 or (516)333-4859.



ENCYCLOPEDIA OF PINBALL

The Pinball Resource introduces the Encyclopedia of Pinball, Volume 1, a 256-page volume of pinball lore, history, anecdotes, colorful flyers, and games galore.

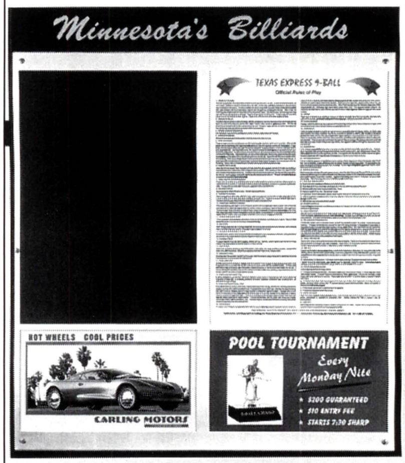
The book examines this all-American contribution to the coin-op amusement business, as well as its early roots in France in the 18th century and its positioning as a significant American industry coming out of the dark days of the Great Depression.

With a lively and enduring past, the game's history is populated by larger than life personalities who created and promoted pinball to the American public and the rest of the world. Names such as Dave Gottlieb, Harry Williams, David Rockola, and Ray Moloney may not mean much to the populace at large, yet these men were giants in what has become a multibillion dollar industry.

Author Richard Bueschel does the job of humanizing this history superbly, having conducted over 400 interviews with different personalities.

This history is a must read for industry members, pop art aficionados, and pinball game collectors. There's even a price guide included as a slip-in insert for collectors and enthusiasts. The book documents the history of the game up through 1933, and a second volume is currently in the works.

For more information, contact The Pinball Resource, 37 Velie Rd., Lagrangeville, NY 12540-5512; (914)223-5613; fax (914)223-7365; e-mail (PBResource@aol.com).



GAMEBOARDS

Gameboard Industries Ltd. announces a new sales and marketing tool for coin-op pool table operators, league operators, and billiard hall owners.

Gameboards are designed to create a hassle-free, friendly playing environment in the pool table area in bars and as a valuable reference and information center in billiard halls. Once installed, Gameboards can be used as an important promotional tool.

Coin-op pool table operators and league operators can post their weekly stats, promote their leagues and businesses, generate advertising and sponsorship revenue, and give their companies a higher profile. Billiard hall owners can also use Gameboards to promote in-house special events, pool and dart tournaments, and food and beverage specials.

The Gameboards are available in three different styles and come with free Official 8- or 9-Ball Rules of Play. They are officially licensed under agreements with the Billiard Congress of America, American Poolplayers Association, Canadian Poolplayers Association, Valley National Eight Ball Association, and the Texas Express Promotions Group.

For more information, contact Gameboard Industries, 1241 Kilborn Place, Suite B301, Ottawa, ON KIH 1A5; (888)678-2255; fax (613)736-9436.

STEWART PATENT

Frank Seninsky, vice president of NANI and chairman of the AMOA/AAMA standardization committee, reports that a new invention merits special attention for the coin-op industry: the Stewart Patented mechanical switching invention.

Imagine a ball striking a target. The ball hits one of many specially designed conductive alloy cups with contacts or nipples protruding from its bottom; these cups are housed within a web frame that is made of the same alloy. The cup, which can be filled with whatever material is appropriate to the application, always freely "floats" within the web housing, but at the same time is also in contact with the sides of the web housing (actually contact at any point between cup and web is fine).

The cups and web are held at one electrical potential and beneath them is the circuit board with contact pads held to another potential. Between the bottom of the cup and the circuit board is an "airspace" filled with an elastic resilient cushion (such as an open-cell silicone foam) which is attached to the bottom of the cup between the nipples.

The invention is very versatile and can be adapted for different types of impacts or projectiles, traveling at various degrees of force. Operators will never again have to worry about scores not being registered due to faulty electrical switches or dirty optical switches.

Frank notes that Lazer-Tron has already been granted a license to use the scoring switch for a redemption game, and Skee-Ball is reportedly considering obtaining a license for future games.

For more information, contact Frank Seninsky, Alpha-Omega Amusements & Sales, 12 Elkins Rd., East Brunswick, NJ 08816; (908)254-3773; fax (908)254-6223. ▲

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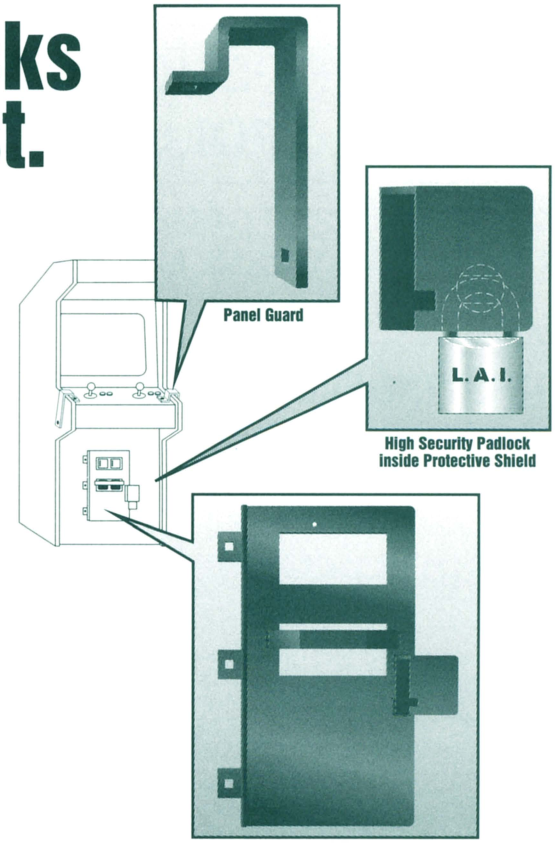

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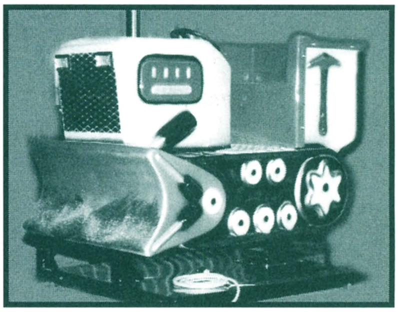

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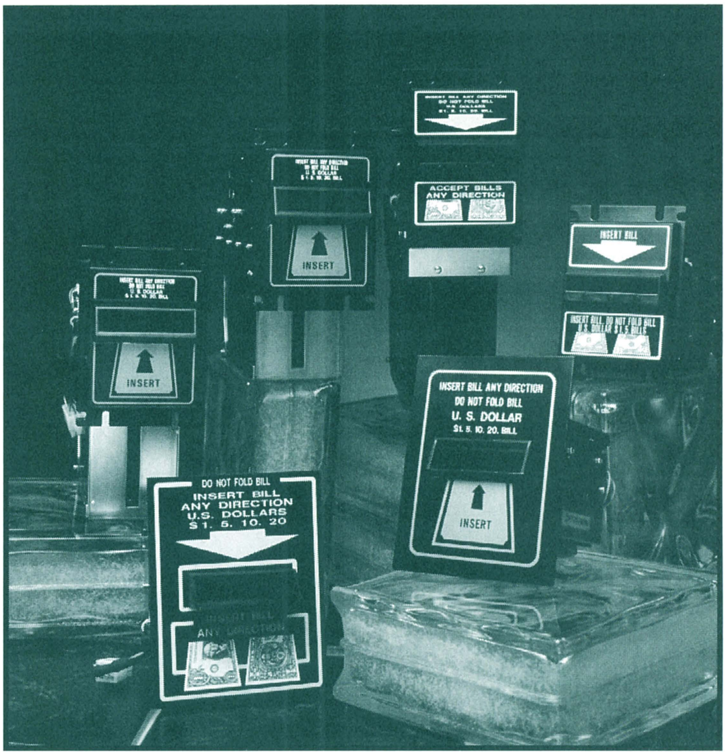
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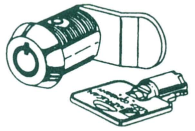

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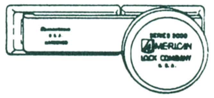

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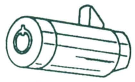

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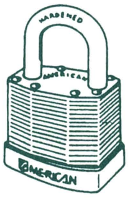

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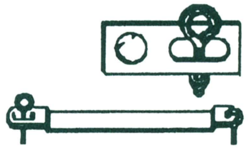

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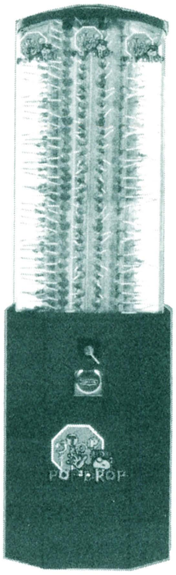

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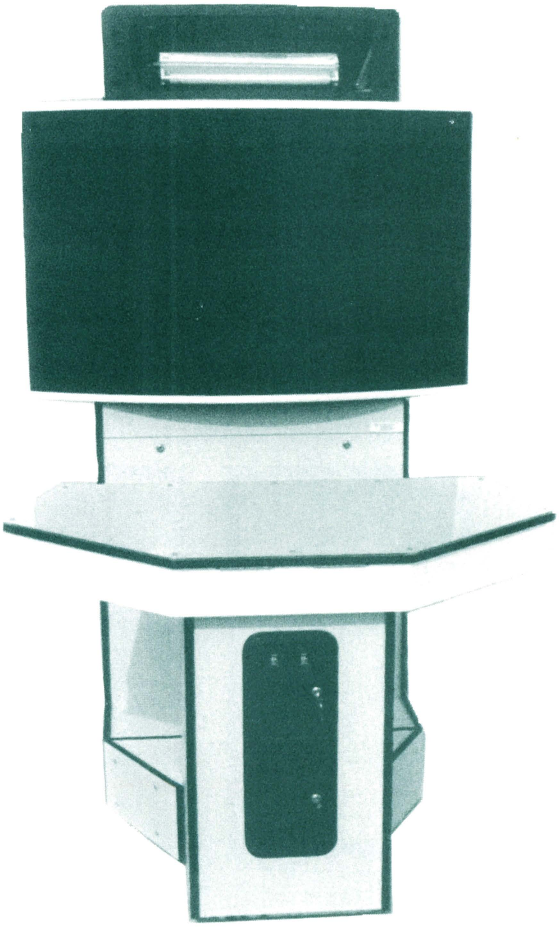

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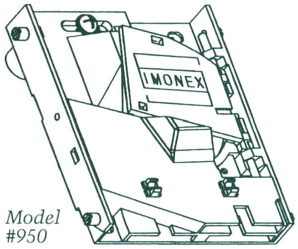

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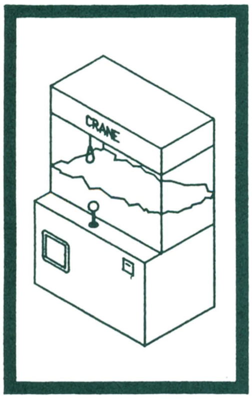

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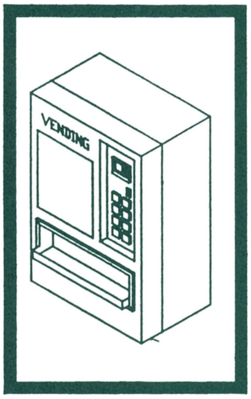

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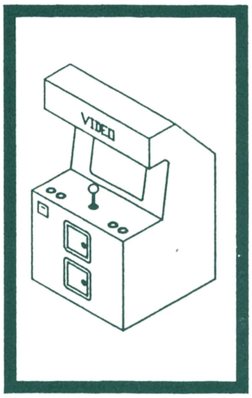

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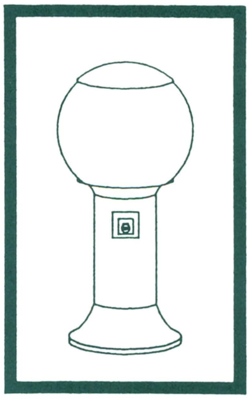

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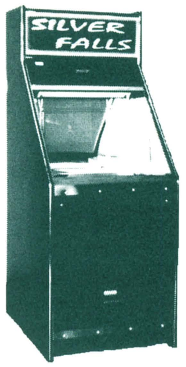

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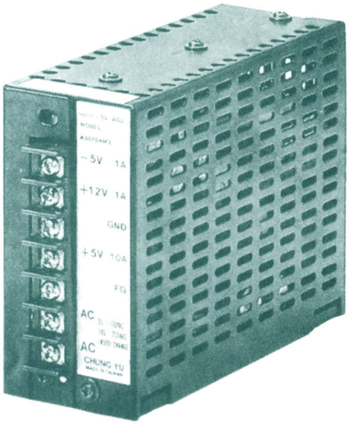

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SIZE: 52(W)×124(H)×177(D) mm N.W.: 0.68 KG
2.05 ×4.88 ×6.97 inch 1.5LB

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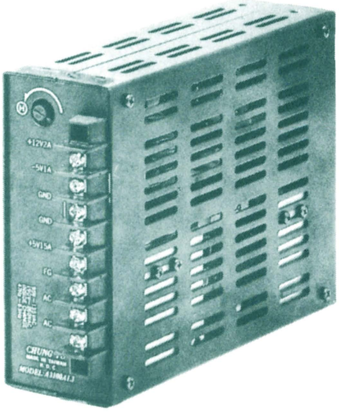

12 A

15A

18A

MODEL	AC IN	DC OUTPUT
A3095AS3	95~125V or 195~250V	5V 12A/12V 2.5A/−5VIA
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2 ×4.90 ×6.15 inch 1.5LB

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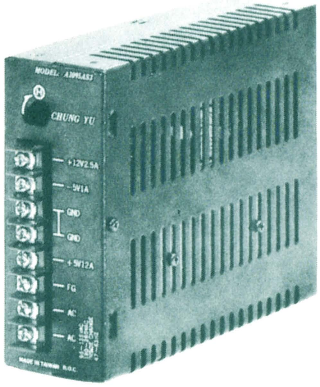

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15A

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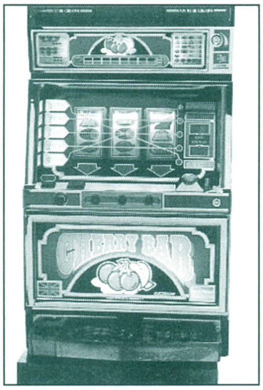

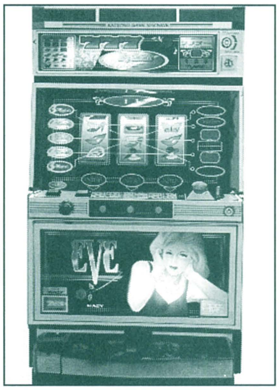

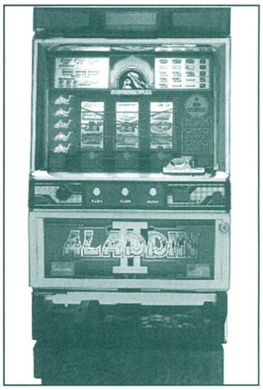

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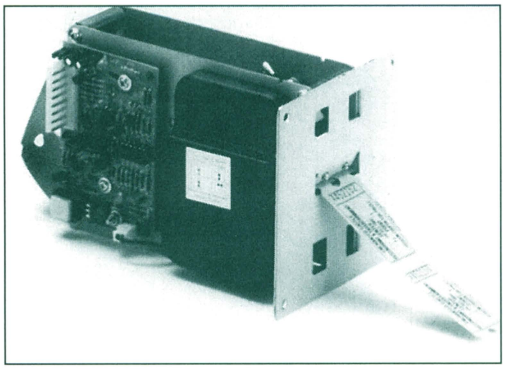

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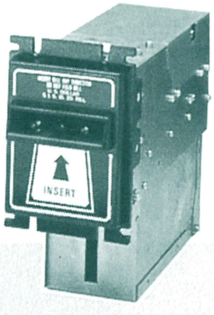

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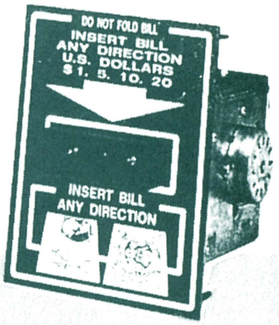
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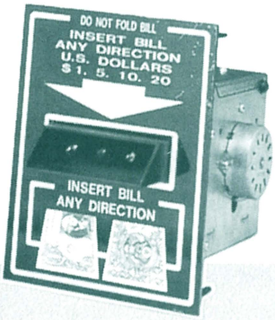
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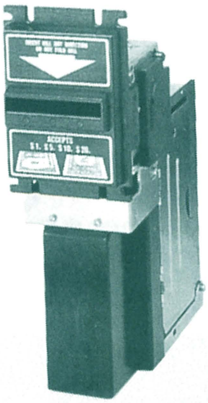
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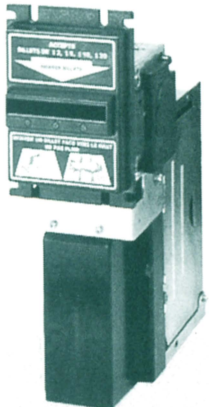

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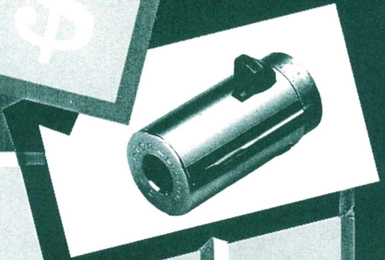
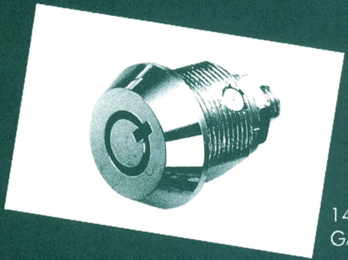

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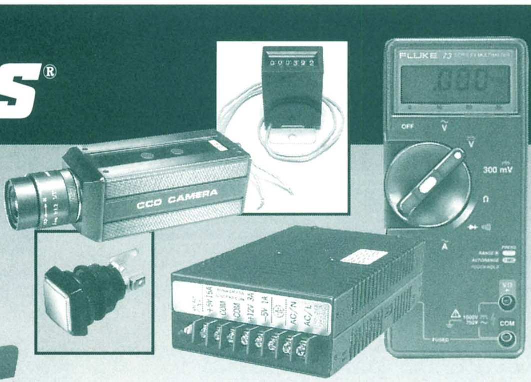

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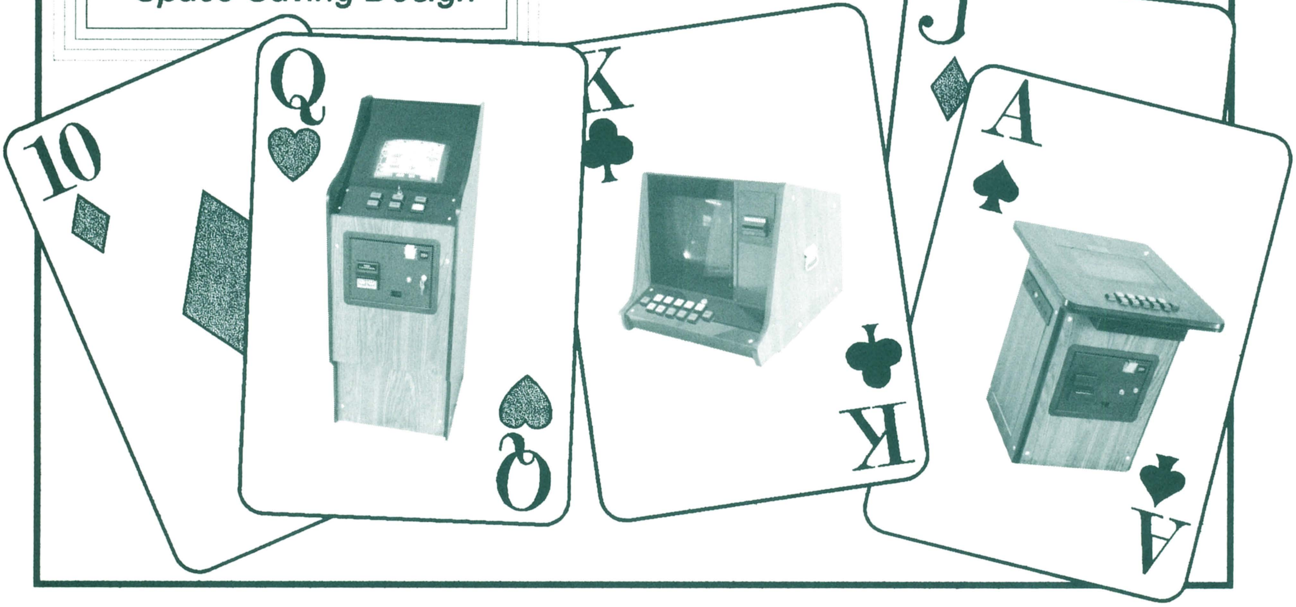

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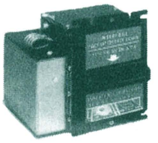

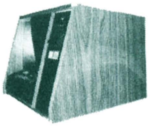

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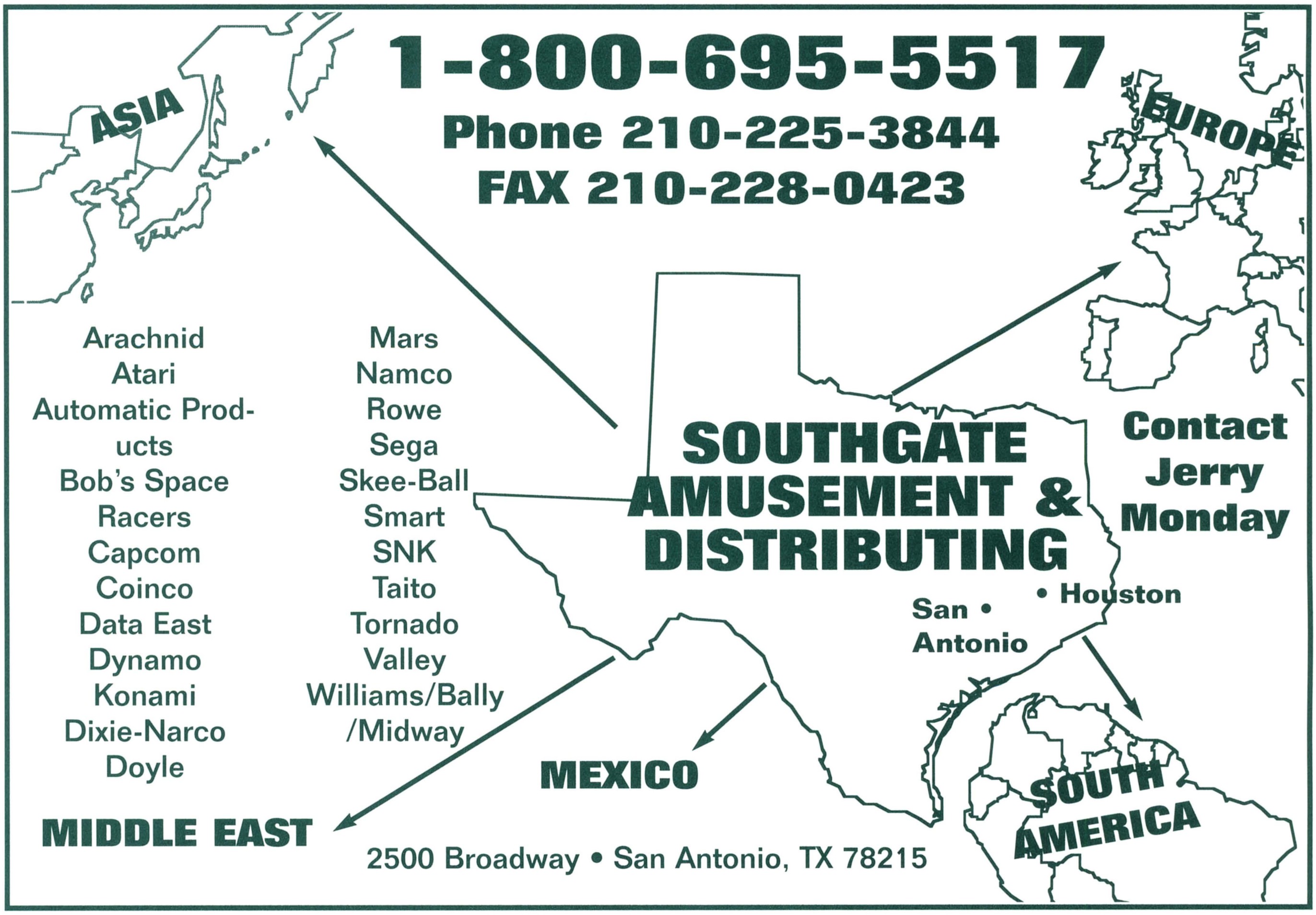

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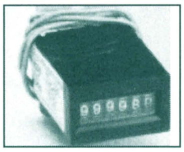

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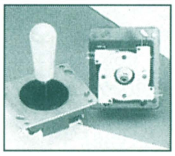

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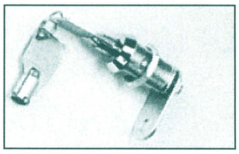

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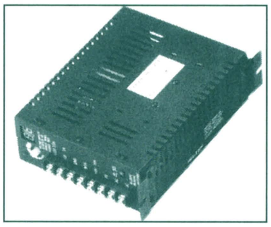

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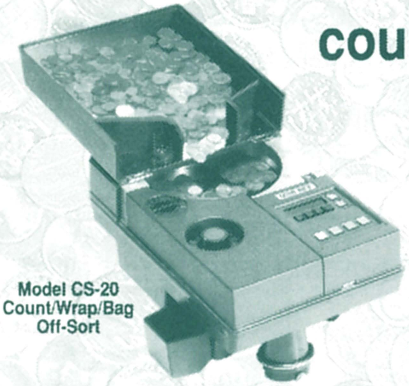

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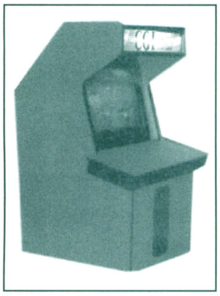

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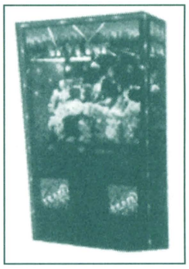

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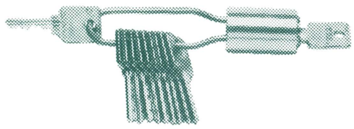

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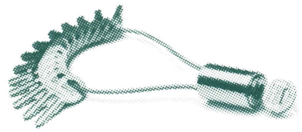

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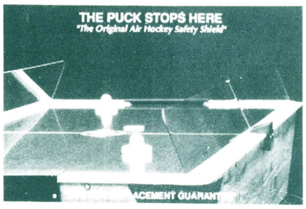

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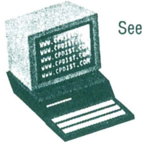

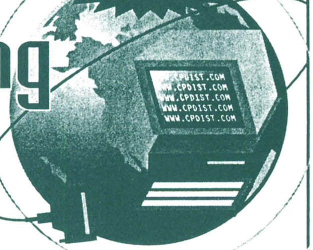

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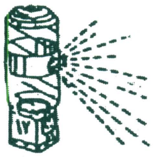

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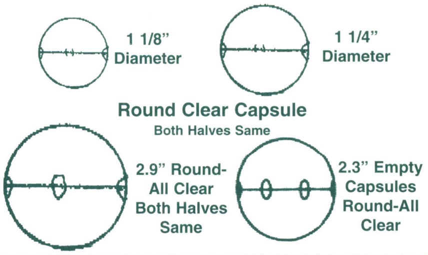
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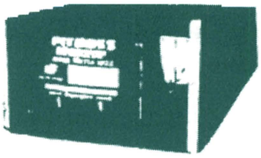

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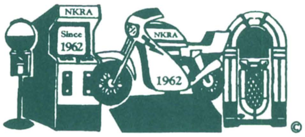

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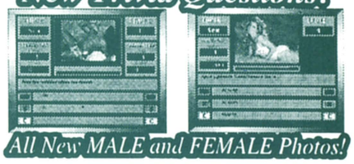

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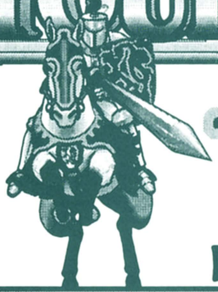

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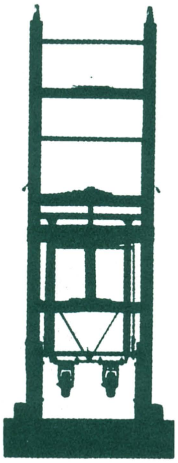

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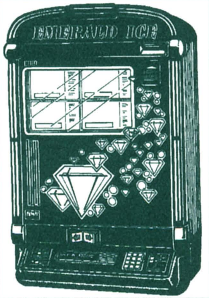

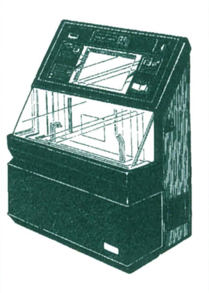

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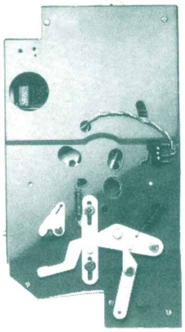

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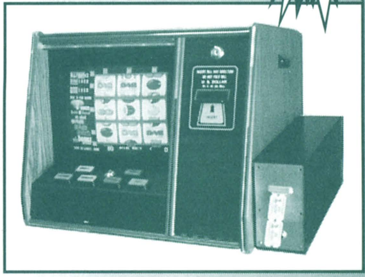

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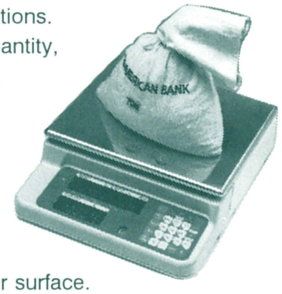

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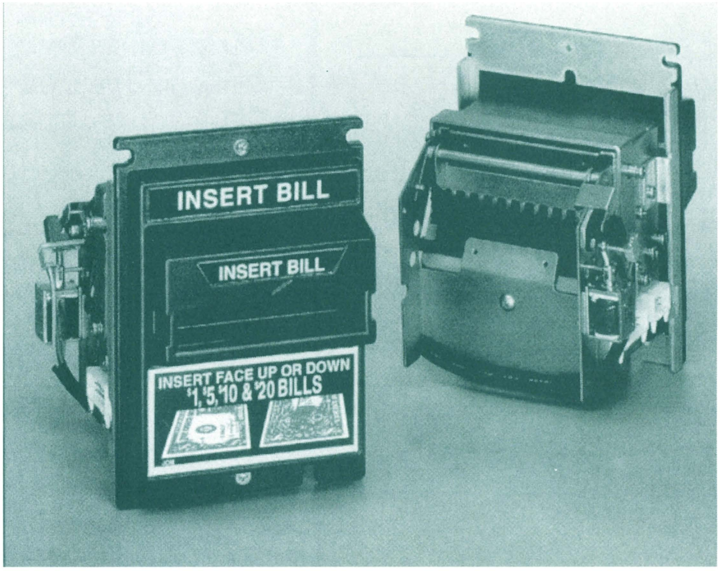
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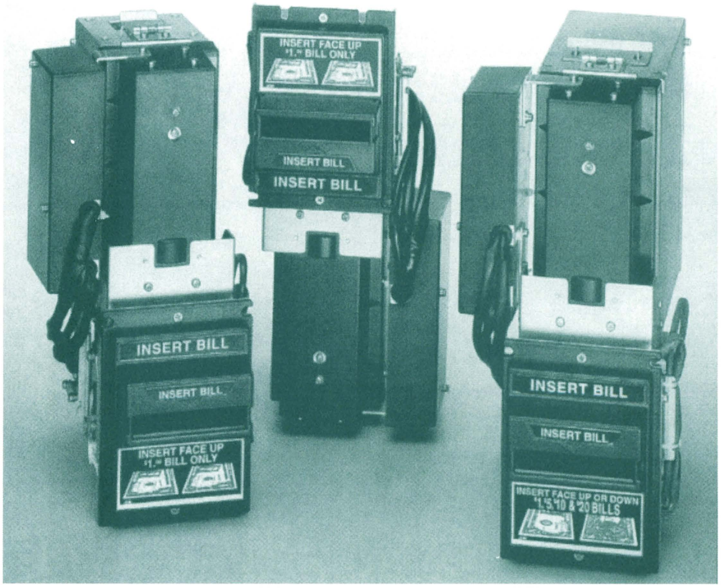
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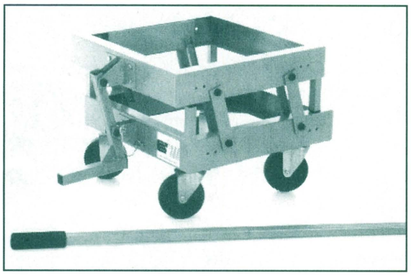

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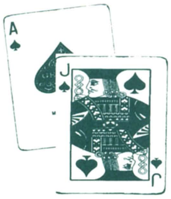

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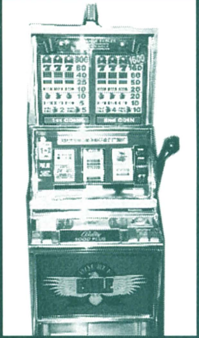

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	3	--	"Corridos Bravos"	Los Caminantes
	4	1	"Homenaje A Los Grandes Grupos"	Bronco
	5	3	"Tu Eterno Enamorado"	Banda Maguey
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	8	5	"Mundo De Amor"	Los Tucanes De Tijuana
	9	8	"Grupos Padrisimos"	Compilation
	10	10	"Orgullo Rancero"	Ezequiel Pena
TROPICAL/SALSA	1	1	"Fresco"	Jerry Rivera
	2	--	"Salsa Hot Hits #3"	Compilation
	3	--	"Abriendo Puertas"	Gloria Estefan
	4	--	"Mega Mix Hits"	Proyecto Uno
	5	--	"Exitos Y Mas"	Olga Tanon
	6	3	"Destino"	Rey Ruiz
	7	--	"Mas Rika Que Nunca"	Rikarena
	8	--	"Best of Vol. 3"	Grupo Niche
	9	--	"Etnia"	Grupo Niche
	10	7	"Esclava De Tu Piel"	Azucar Moreno
POP	1	1	"En Pleno Vuelo"	Marco Antonio Solis
	2	2	"Macarena Mix"	Compilation
	3	3	"Vivencias"	Ana Gabriel
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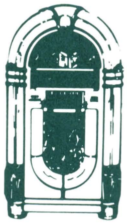
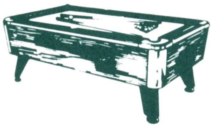

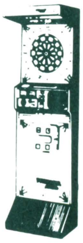

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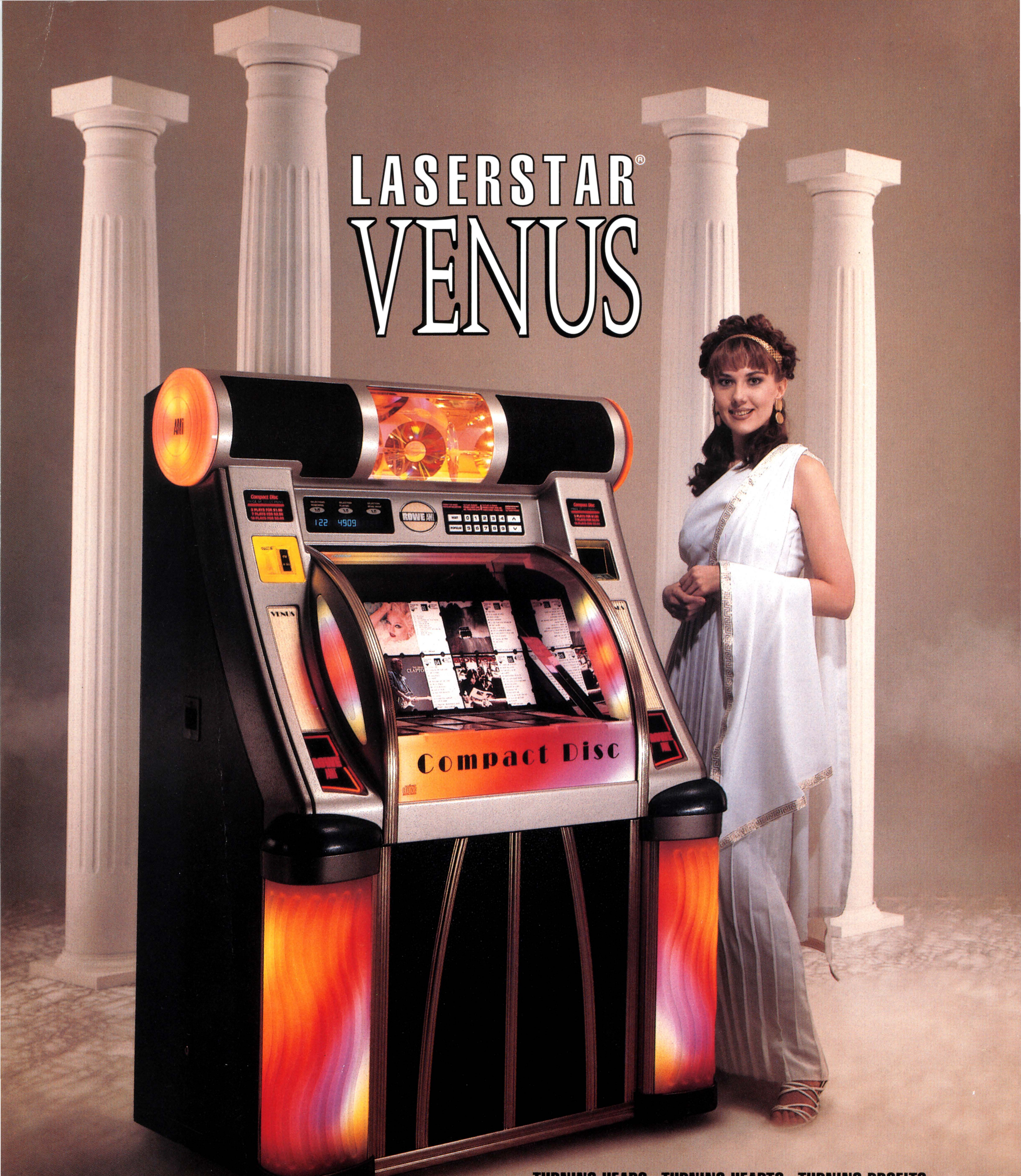

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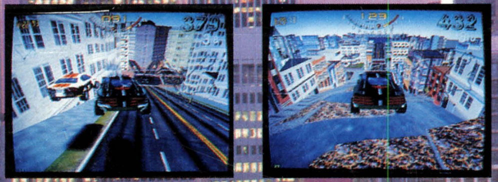

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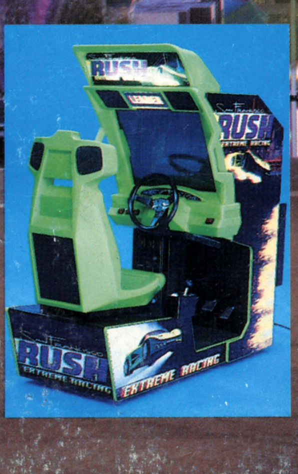
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